

# better interiors

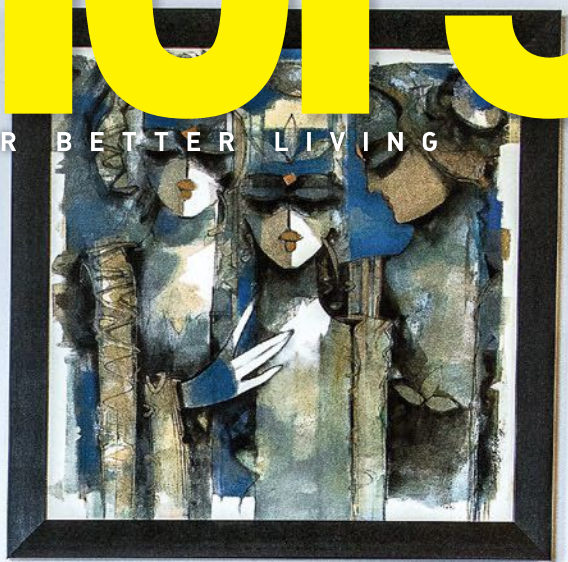
AUGUST 2015 134-page Issue

₹ 100

IDEAS AND DESIGN FOR BETTER LIVING

## LIVING DESIGN

100+ ways to make the living room into a stylish haven for your family and friends



### FEATURING

Aamir & Hameeda  
Nitido Interior Design  
Parushni Aggarwal  
Smitha Zachariah  
Workshop Inc

### BEST BUYS

90 trendy furniture picks to invite timeless elegance into your home

### SPOTLIGHT

What's hot in veneers and laminates

## Living Style

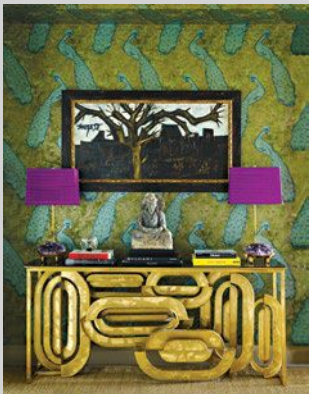
Over the last few years, many design articles have reported that traditional living rooms in homes are becoming obsolete, more so in apartment-size living. Informal living styles are on the rise where eating, cooking and living spaces combine, so that family members and visiting friends could congregate together through various activities. Therefore, open floor plans and voluminous spaces are desired by most home buyers now. It's obvious that the way we live today, is markedly different from life 20 years ago. This change is most witnessed in metros where builders and buyers are debating how to make floor plans work for people's needs by still retaining the essence of a traditional living room. Where space is not a crunch, living rooms still entertain and impress visitors. Large or small, we at **Better Interiors** know that the living space, a distinct entity or one that is merged with other areas, will always be vital to the home owner. It's where one can flaunt the finest in furniture, accessories, art and upholstery. So, welcome to the living room special...



As living rooms are all about entertaining and making a statement, we decided to dedicate our *Bazaar* pages to the infinite furniture options that are available in the market. Off we went looking for the finest in sofas, statement single seater chairs, coffee tables and an assortment of other varieties. The industry is flush with manufacturers and importers who offer dazzling contemporary and traditional options to consumers... and we have featured more than 20 leading brands in this issue. For a walk among the clouds, we've got a selection of the five best rugs and carpets from leading makers in the country. If you're looking for information on materials to use at home, the detailed article on the "surface cladding" (veneers and decorative laminates) market is a definite read. This in-depth feature (*In Focus*) has everything from the growth of the segment, its technological advancements and the latest in design and styles. Plus, there's a huge selection of our recommended leading brands for your easy reference.

They say the living room is the "face" of your house, so make an impression and surprise your friends and family. We've made your quest for a new living area much, much easier with our handpicked selection. Go on and indulge yourselves!

Deepa Nair  
Editor



The Golden Galaxy console from Viya Home refuses to get out of mind. Inspired by rustic mid-century brutalist architecture and design, this sculptural piece is made in metal.



### Interior designers Aamir and Hameeda Sharma's

design for their personal space in Hyderabad is replete with exciting design flavours. This "glorified junkyard" is marked by rustic elegance and a casual style; and flaunts artefacts and artwork collected over a period of time.



### Nitido Interior Design

creates a functional, aesthetic and timeless 3-BHK apartment for a New Delhi-based businessman in 45 days, in Mumbai! Calming tones, crisp lines, and a no-nonsense design are the highlights here.



### Workshop Inc

creates an Alladin's-cave-like space called The Project Cafe in Ahmedabad. This beautiful and quaint place is an art gallery, a retail space and a cafe, all rolled into one. Explore, indulge and relax!

### editor's pick



New in stores

**Green O2's** vertical garden and drip irrigation kit is on my must buy list. It comes with an aluminium frame that can hold 12 pots. At just ₹ 5,100, it's a steal!

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## 090

### COVER STORY

A dazzlingly beautiful treasure trove of 3,000 square feet, the personal space of interior designers Aamir and Hameeda Sharma in Hyderabad is an epitome of simplicity, elegance and practicality. From the lights to the accessories to the furniture, each piece in this abode has a unique story to tell.

**Cover Photograph:** Sebastian Zachariah; **courtesy** Aamir & Hameeda



## DESIGN BYTES

### 024 Roundabout

A complete coverage of the latest in the design world — from store and website launches to art shows, new products and much more.

### 076 In Focus SURFACE STORY

Industry experts and design professionals give us a complete lowdown on the surface cladding (veneers and decorative laminates) industry, and its remarkable evolution in design over time.

## THING TANK

### 042 Swish List

From earthy warm rugs, gorgeous tie-dyed upholstery to rustic decor pieces, and an aristocratic line of furniture... we bring to you an assortment of the latest in home decor.

### 045 Bazaar PLACE OF PRIDE

The living room is where you relax, entertain and spend time with your loved ones. We bring to you an array of furniture and accessories that will add vigour and warmth to your spaces.



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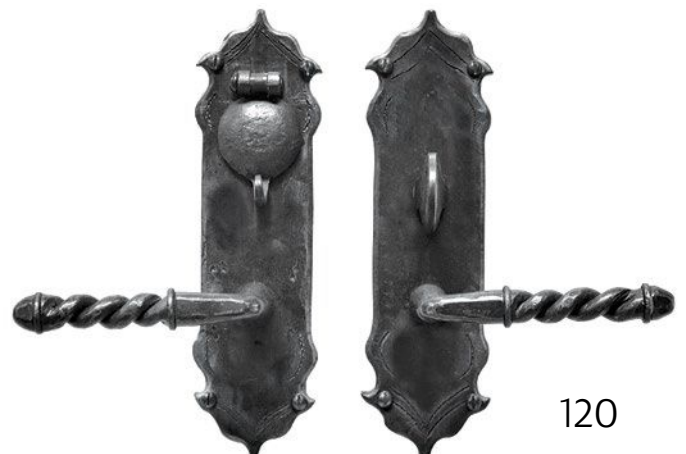
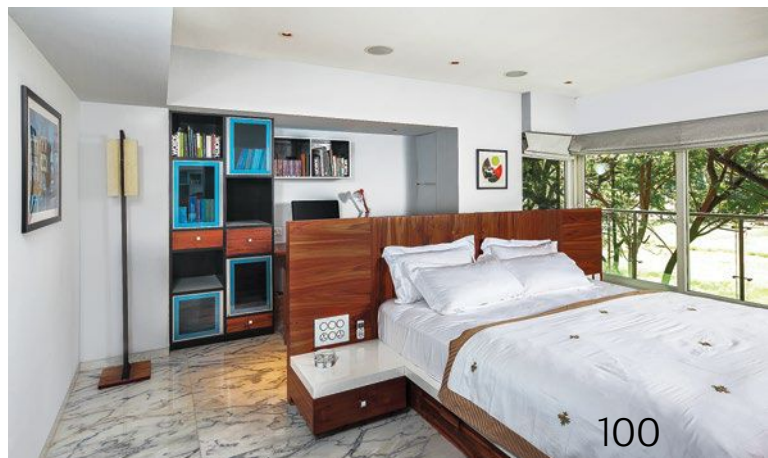


## CENTRESTAGE

- 090** **Habitat**  
**A DESIGNER ABODE**  
Interior designers Aamir and Hameeda Sharma create their very own stunning 3,000 sq ft abode which celebrates the whimsical, the charming, and the emotive and deftly mixes the old and new.
- 100** **UPBEAT AND REFRESHING**  
The Nitido Interior Design team creates a 3-BHK Mumbai home that revels in spaciousness and natural light. The cool tones, natural materials and clean lines are most definitely a site for sore eyes.
- 108** **Unwind**  
**ART À LA CARTE**  
The Project Cafe designed by the talented team from Workshop Inc rhythmically brings together food, art and retail under one roof. And how!
- 116** **Snapshots**  
**THE PERFECT PARTNER**  
Interior designer Smitha Zachariah transforms a 2,000 sq ft heritage property into a traditional and royal yet contemporary wedding lounge called La'kiru in Bangalore, where one can't help but sit back and dream of their perfect wedding.

## FINAL TAKE

- 120** **Gallery**  
Automated door systems, traditional cooking dishes and a personal masseur... we draw up a list of everything that makes life more convenient.
- 126** **Directory**  
A comprehensive guide to the stores and people listed in the issue.
- 130** **Pick Apart**  
The **Better Interiors** team chooses their favourites.



# Write back



## CHILD'S PLAY

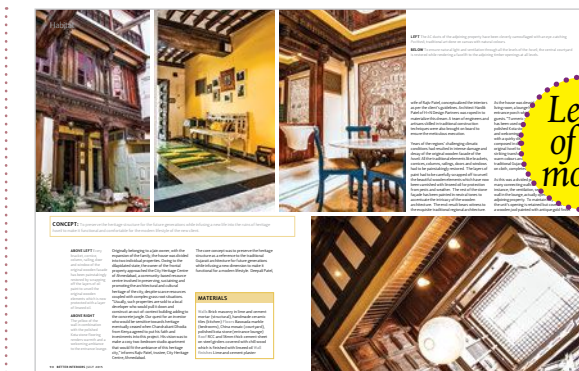
It was a total coincidence that I happened to go through the July issue of **Better Interiors** at a friend's office who is also designing the new room for my baby. In the midst of discussing colours and themes and accessories for the room, my eyes fell on the amazing *Bazaar* segment that featured furniture, furnishings and accessories for kids. Cannot tell you how excited I was to find a catalogue of sorts to refer to with this new project at hand. The friend was only too happy to listen to me while I shortlisted stuff that I would like to have in my newborn's room. The magazine has really helped me in streamlining my ideas for the space. Appreciate it!

SONIA SOLANKI, NEW DELHI



## ALL ART

The diverse projects featured in the magazine really makes for an interesting read. One such project that really caught my eye was The Tarq Art Gallery in Mumbai done up by interior designer Kunal Shah. Honestly, I've been of the opinion that not much can be done in terms of design in an art gallery. However, I was proven wrong with this space which looks absolutely stunning even its



## LETTER OF THE MONTH

It was a pleasant surprise to see an old haveli in Ahmedabad featured in the *Habitat* segment of your July 2015 issue. It was heartening to read about how the City Heritage Centre of Ahmedabad along with architect Hardik Patel went to great lengths to transform the dilapidated structure into a contemporary space. The warm hues, the intricate patterns, the ethnic furniture brings the space to life. I am very impreYssed with the end-result and glad that the team featured such an interesting project in the magazine. Needless to say, The rustic beams, the Indian art and the earthy hues look very appealing on the cover.

AMEYA JOSHI, MUMBAI

simplistic yet contemporary interiors. The designer has succeeded in letting the art speak. Nicely done!

PARVEEN MISTRY, BANGALORE



## WALL-TO-WALL

The children have been driving me crazy with their demand for a make-over for their room. Honestly, we did not have a

budget to get fancy decor done for their space and I was wondering how within a limited budget I could add life to the room. When I happened to read the *High-Five!* segment featuring wallpapers, it struck me. We decided to get some cool and fun wallpapers to add that vibrancy and newness to the room. Can't say the kids were dancing with joy but yes it did calm them down. All thanks to you!

SRITAMA MENON, BANGALORE

## ORNATE DETAILS

What I like most about the apartment designed by Sumessh Menon Associates featured in the *Habitat* segment is the attention to details. Even though I am not a fan of ornate designs, this house really looks fabulous with all the thought and detailing that has gone into each space. From the geometric patterns on the living room wall to the back-lit wooden



trellis on the ceiling of the outdoor deck, everything speaks great design ethos. Living in such a home would be a dream-come-true I'd say.

RAKSHANDA PATEL, PUNE



## GREEN ROOM

Like everything else, interior design is also evolving and old concepts are making way for new. A perfect example of this is the neon green *Techniques* setting which moves away from the stereotypical blue and pink bedrooms for kids. Fun, engaging and different, I found the Start collection pretty amazing. My childhood days are long gone, but if I could relive them again then I wouldn't mind a bedroom like this one.

GAURAV PATIL, MUMBAI

## ERRATUM

In the *Gallery* section (page 105) of the July 2015 issue, the price for the Hasten's Auroria mattresses was erroneously mentioned as ₹ 1,80,000 onward. The correct pricing is from ₹ 5,75,000 onward. The error is regretted.



## KINDLY WRITE IN WITH YOUR RAVES OR RANTS TO:

deepa.nair@network18publishing.com or post to The Editor, **Better Interiors**, Unit No. 501, 5th Floor, Tower-I One Indiabulls Centre, Senapati Bapat Marg, Elphinstone Road, Mumbai 400013.

NOTE: CORRESPONDENCE WILL BE EDITED FOR PURPOSE OF LENGTH AND GRAMMAR.

# Round About

A ROUND-UP OF WHAT'S NEW IN STORES, PRODUCTS, ART SHOWS AND MUCH MORE.

## QUICK TAKE

### TRANCE ICE MAKER BY CARYSIL

Carysil's new Trance (₹ 17,990) makes fresh ice in no time. A total of nine cubes get frozen in six to eight minutes to ensure all your needs are met. It produces up to 12 kg of ice per 24 hours has ice storage capacity of 800 gm.

Tel: 67582212

### CRYSTALWARE UNVEILED BY HOMESAKE.IN

The range of crystal ware includes the cauldron of light, crystal lamps, oval shaped crystal box, rectangle shaped crystal box, regal crystal lamp, crystal photo frames and much more.

[www.homesake.in](http://www.homesake.in)

### CUSHION COLLECTION BY ANURADHA RAMAM

The new range of cushions is made of ikat and cotton using bright hues to give a trendy look to your home decor. These pop-up colors will add a dash of style and quirkiness to your elegant furnishings.

[www.anuradharamam.com](http://www.anuradharamam.com)

### NEW CHANDELIER BY PEPPERFRY.COM

The new and funky Prop It Up Orange Umbrella Chandelier from Pepperfry.com is a unique chandelier made of umbrellas. It is light weight and easy to handle as compared to traditional chandeliers and is priced at just ₹ 639.

[www.pepperfry.com](http://www.pepperfry.com)

## Eureka Forbes' customized solutions



### WATER PURIFIERS MAJOR

Eureka Forbes has over the years, identified 17 different water conditions and developed 17 different technologies to address each of these conditions. This research and development has given way to a new range of water purifiers called Dr Aquaguard — customized water solutions. The customized offerings are: a mineral cartridge which enhances the taste of water by removing residual dissolved harmful gases like VOCs; a biotron cartridge that

breaks complex water molecules into fine micro clusters making water more bio-permeable; a HCCB Cartridge (Hybrid Carbon Chemi Block) which removes excess chlorine, bad odour, colour and organic impurities and lastly, HD Filter Cartridge which ousts suspended particles such as dust, dirt, mud and sand. These purifiers are available exclusively through Certified Water Specialists of Eureka Forbes' Direct Sales Network. [www.eurekaforbes.com](http://www.eurekaforbes.com)

## MIPL ties up with Aluplast

### CHENNAI-BASED

Mantralaya Impex Pvt. Ltd (MIPL), a leading provider of fenestration solutions in uPVC and aluminium under the brand Ecude Windows, has joined hands with The Aluplast Group, Germany, to offer world class solutions to its clients and partners in India. With a history spanning more than 32 years, Aluplast has become a global player with 24 production sites and sales offices worldwide. With its suite of solutions in lead-free uPVC fenestration with tropical high-UV-radiation formulation, Aluplast is geared to meet the fast developing demands of the Indian market.

[www.ecubewindows.com](http://www.ecubewindows.com)

## Krea store launched in New Delhi



### WITH A MISSION TO MAKE GOOD

design accessible to modern Indian homes, Arvind Panwar, architect and founder of Takshaka, has opened a flagship store named Krea at MG Road in New Delhi. Sprawled over an area of 6,000 sq ft, Krea follows a theme of India modern and displays a wide collection of designed and curated furniture and home accessories. Apart from retail, Krea also offers contract and bespoke design services based on the size of the project.

[www.kreaworld.com](http://www.kreaworld.com)

## HSIL to make water heaters



**SANITARYWARE MAJOR HSIL LTD HAS** now forayed into the consumer products business. The company has signed a co-branded marketing agreement with Groupe Atlantic from France, a specialist thermal comfort solution provider, to introduce a technologically superior and aesthetically appealing range of water heaters in the India market. The brand to be known as Hindware-Atlantic, will offer a water heating range that merges both the brands' prowess; cutting-edge technology, premium design and

unmatched comfort with significant cost savings in this product category. The water heaters will be available in metros, mini metros and tier 1 and 2 cities to begin with, through organized retail outlets. Additionally, through an exclusive online agreement with Snapdeal, the product will be made available through the e-commerce route too. The range encompass instant heaters of 1 litre to high capacity 25 litres and are priced between ₹ 4,000 and ₹ 12,000 (approx).

[www.hindwarehomes.com](http://www.hindwarehomes.com)

## Miele wins six Red Dots



**A TOTAL OF SIX MIELE PRODUCTS HAVE** won the coveted Red Dot Design Award for design excellence. A perfect example of outstanding design the DGM 6800 steam oven with microwave; the KM 6366-1 induction hob; CM 6310 countertop coffee system; K 30000 refrigeration range; Scout RX 1 robotic vacuum and PG 85 series washers won the award. While the innovative FlexiLight,

guaranteeing glare-free lighting of the refrigerator swayed the jury in Miele's favour; intelligent navigation, good cleaning results and top-class workmanship were the convincing virtues of the Scout RX 1 robotic vacuum. The steam oven got rewarded for its design clarity and simplicity of operation and the washers for their easy-to-clean interface.

[www.miele.in](http://www.miele.in)

## Nupurh J in New Delhi



Nupurh J, a New Delhi-based luxury silverware brand, has opened its flagship boutique in Defence colony in the capital. Spread over an area of 2,000 sq ft, the store is the brainchild of Nupurh Jain and Nidhi Jain. The space is dominated by a colour palette comprising of neutrals, sandy ecru, rich cocoa and charcoal grey and is highlighted by mirror polished silverware. The boutique offers a vast range of modern, stylish and handcrafted furniture, wall art, dinnerware and cutlery in solid Sterling Silver (92.5 per cent purity Silver).

Tel: 8800557444

## Idus store gets a makeover



### THE IDUS STORE AT KIRTI NAGAR IN

New Delhi has been refurbished and includes stylish mock rooms that display the concept of interior designing and furniture styling. Sprawled over 40,000 sq ft, the new store is now characterized by a warm and elegant setting and a contemporary design, thus providing a unique shopping experience. An exclusive area is set aside for mock rooms (a bedroom, living area, outdoor, etc) which display complete settings featuring furniture, furnishings and accessories complimenting the colour of the walls and lighting. Every month, the Idus design team promises to create fresh new set-ups by using the latest collection/products in these mock areas.

[www.idus.in](http://www.idus.in)

## Huesnstrokes.com: portal for affordable art



**A NEW WEB PORTAL [WWW.HUESNSTROKES.COM](http://WWW.HUESNSTROKES.COM), OFFERING** customized affordable art, has been launched recently targeting architects and interior designers. Besides providing a national platform for artists across India, the portal also aims to integrate art with architecture and to see that art becomes more than a visual entity in architecture. *Huesnstrokes.com* besides featuring artists from Tier II and Tier III towns and economically weaker sections; also showcases some fantastic work from differently-abled artists. The portal currently features 200 artists with 2,000 paintings and plans are to increase this to 500 artists with 10,000 artworks.  
[www.huesnstrokes.com](http://www.huesnstrokes.com)

## P3 Architectural Solutions joins hands with Team 7



**MUMBAI-BASED P3 ARCHITECTURAL SOLUTIONS, AN** architectural, interior design solution provider — which focuses on high quality architectural work, renovation and redevelopment including all facets of interior designing — has entered into an association with Austria's Team 7, a manufacturer of natural wood furniture. The company would have exclusive distribution rights for Team 7's healthy, flexible, highly-durable room interiors in contemporary designs for homes, offices and public buildings. These natural wood furniture is designed and made in Austria using pure hardwood from sustainably-managed forests. The firm plans to launch Team 7's product range in India during Acetech2015 at its flagship store in Juhu.  
[www.pcubesolutions.com/index.html](http://www.pcubesolutions.com/index.html)

# COSMO water purifier opens at MoMA PS1



## ANDRES JAQUE, A SPAIN-BASED

architect, has created a towering network of water-purifying pipes for this year's courtyard installation at the Museum of Modern Art (MoMA) PS1 in Queens, New York. Jaque and his firm Office for Political Innovation were the winners of the 2015 Young Architects Program. Jaque's installation, called Cosmo, is designed to serve as a portable water-filtration plant and purify 3,000 gallons of water over a four-day cycle. The installation consists of a towering network of circular pipes set within a web of plastic tubes. At the base of the structure,

cylinders filled with plants and water sits on wheeled platforms. Dangling from the lower portions of the web are additional plants in clear, bulbous containers. Polluted water supplied by the city's environmental protection department will continuously flow through the system. The system will purify the water by eliminating suspended particles and nitrates, balancing PH levels, and increasing the amount of dissolved oxygen.

<http://www.designboom.com/architecture/moma-ps1-young-architects-program-2015-andres-jaque-cosmo-06-24-2015/>

## Shortlist for World Interior of the Year 2015



### A TOTAL OF 50 PROJECTS HAVE BEEN

shortlisted for World Interior of the Year 2015 award by the Inside World Festival of Interiors. An Australian office with 26 different types of working environment, a house for an art collector in Singapore, a hotel reception covered in sticks, the London television studio for Al Jazeera and a red-hued sushi bar in Italy are included in the shortlist. This year the Inside Awards will feature projects from 16 countries, and from studios including Cox Rayner Architects, Emre Arolat Architects and John Wardle Architects. The event will be held from 4th to 6th November, 2015, in Singapore, alongside the partner event of World Architecture Festival.

<http://www.archdaily.com/769059/50-projects-shortlisted-for-world-interior-of-the-year-2015>

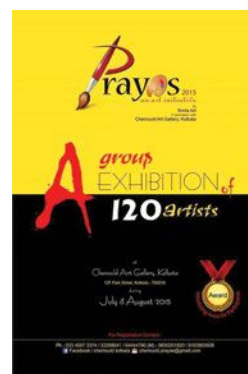
FYI



## Fragments

7th August, 2015 to 6th September, 2015  
Art and Aesthetic, F-213/A, 1st Floor,  
Old MB Road, Lado Sarai, New Delhi  
110030 Tel: 9871648222

Fragments is a duo art show by Gopika Nath and Kathryn Mayers. The current body of works by Gopika Nath is based on stains and fabrics, whereas Kathryn Mayers works with gouache on paper and work with textiles. The scale of both their work is small and deal with textures of life.



## Prayas 2015

30th June, 2015 to 31st August, 2015  
12 G, Park Street, A/C Bose Road,  
Park Street Area, Kolkata 700016  
Tel: 9830846999

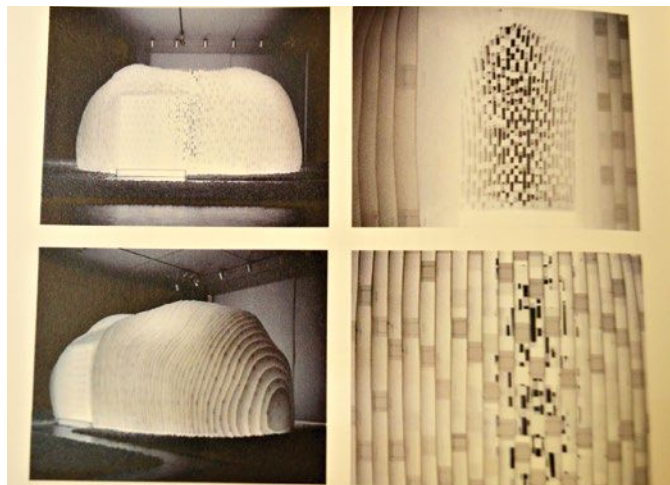
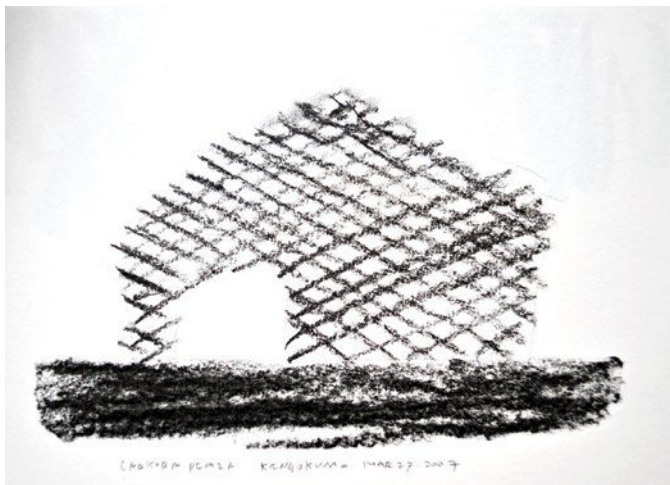
Smita Art, in association with Chemould Art Gallery, are organizing Prayas — an art initiative aimed at providing a platform to upcoming and senior contemporary artists of West Bengal to interact closely and share their views and ideas during a 60-day period. This period will be split into twelve five day phases in each of which there will be an exhibition of paintings or sculptures of eight to ten artists.

Please note: For insertion in this column, we require details of upcoming events at least a month in advance. We request you to send in event schedules to: [deepa.nair@network18publishing.com](mailto:deepa.nair@network18publishing.com). Updates on events is at the discretion of the organizers. Information is valid at the time of going to print.

# Book Review

GET ACQUAINTED WITH THE METHODOLOGY OF FAMOUS JAPANESE ARCHITECT KENGO KUMA.

## Kengo Kuma: Inspiration and Process in Architecture



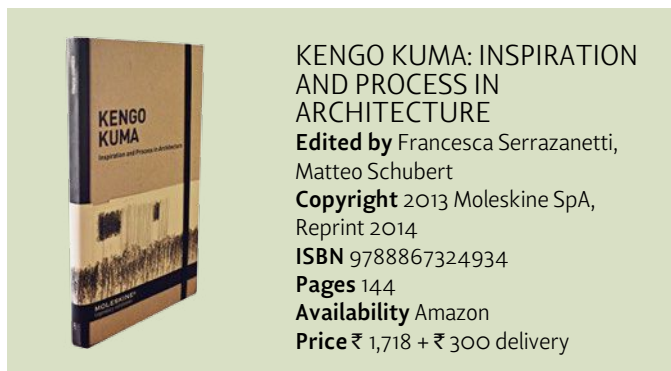
**“ALONG THE ROUTE OF THE** project the architect leaves countless traces,” writes Marco Muscogiuri in his wonderful introduction on phenomenology of the project in this recent Moleskine book on Kuma, renowned Japanese architect and Pritzker awardee. Muscogiuri calls drawings, models and sketches as ‘footprints’ of the design process. “Drawing is directly connected to your brain activity,” mentions Kuma in a featured interview where he explains the

methodology to his work. The representation showcases too reveal his architectural concerns and explorations. There is a deliberate intersection of free hand sketching and the accuracy of digital drawings in Kuma’s work, where he uses hand making and drawing processes as tools to approaching a project while using digital technology in its realization. “The phenomenological dimension makes Kuma’s architecture impossible to fully represent,” writes Muscogiuri.

The book features projects such as the Oribe Tea House, Granatum Performing Arts Center, V&A Building Dundee and the Aix en Provence Conservatory of Music; all offering a contrast between the models with the quality of the hand sketches by Kuma. Nuanced material explorations and dissolution of the object in architecture for which Kuma work is famed, is encapsulated in the textural and rhythmic quality of the drawings for projects such as the Adobe Repository for Buddha Statute. The sketches on working drawings carefully choreographed through the book and individually modified by Kuma and their precision seemed to be dissolved in what seems to be a carefully constructed pencil sketching. This is described by Muscogiuri as “to want to contaminate the objectivity of the technical drawing” in his quest to emphasize certain relationships with the environment. The



process and inspiration series in Moleskine showcases the work methodologies of leading global architects. This recent book in the series will remain a valuable addition to the library of designers and students of design.



**KENGO KUMA: INSPIRATION AND PROCESS IN ARCHITECTURE**

**Edited by** Francesca Serrazanetti, Matteo Schubert

**Copyright** 2013 Moleskine SpA, Reprint 2014

**ISBN** 9788867324934

**Pages** 144

**Availability** Amazon

**Price** ₹ 1,718 + ₹ 300 delivery

# Art Walk

COLOUR, SHAPE AND THOUGHT COME TOGETHER TO WEAVE LIFE'S RICH TAPESTRY IN MEKHALA BAHL'S ART.



## ARTIST

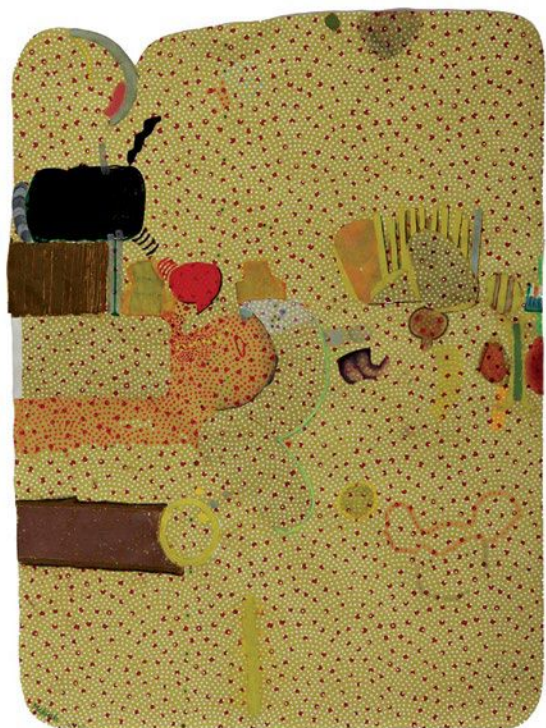
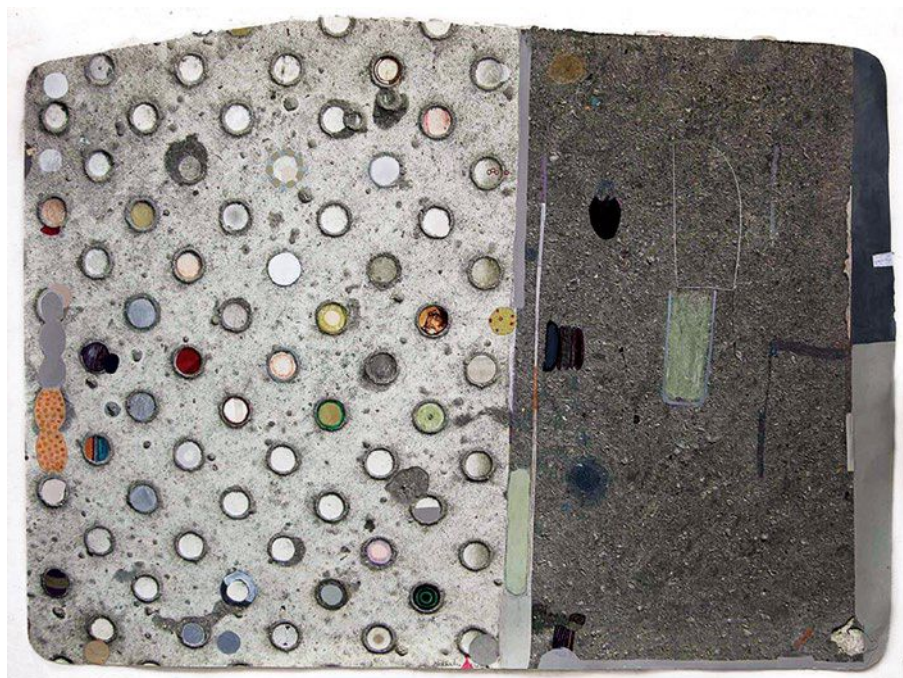
Mekhala Bahl

### MEKHALA BAHL'S ART IS A

fun, energizing and a potent combination of the imagination of a child with the skill and technique of a professional artist. Her work is rife with circles, formless shapes and innocent drawings that are reminiscent of doodles. Mekhala's art moves beyond the skin of consciousness, transcending what is taught and into the realm of the experienced. The Gurgaon-based artist studied at the Rhode Island School of Design, USA (2003) and works across multiple mediums including paint, ink, pencil-work and quilting. She is deeply influenced by daily happenings, childhood memories and recollections of dreams. It is no wonder then that we see sculptures made with cotton candy and fried gram flour; paintings with chairs and ice cream cones; or pakodas in the shape of mini motorcycles. Her works have been exhibited at Open Palm Court Gallery, India Habitat Center, New Delhi; Gallery Chemould, Mumbai; Indigo Blue Art Gallery, Singapore; Palazzo Cenci, Rome, Italy; Benson Hall Gallery, Rhode Island, USA among others.

ANCHORED BY: ALIFIYA MEHANDADWALA; PHOTOGRAPHS: COURTESY THE ARTIST

Email: [mmekhala@hotmail.com](mailto:mmekhala@hotmail.com)



# Eco Beat

TAPPING ECHO PANEL'S TRUE POTENTIAL, ELLIOT BASTIANON CREATES PERSUASION BENCH.



## PRODUCT DESIGNER

Elliot Bastianon

### AUSTRALIA-BASED PRODUCT

designer Elliot Bastianon has created the Persuasion Bench, a product that like the rest of his efforts showcases his ability to use unconventional materials in design processes that defy clichéd forms. The protagonist (read material) of the bench is EchoPanel, which was created in 2002 by an Australian textile company, Woven Image. This substance is a soft, semi-rigid fibrous board that is constituted entirely of PET — 60 percent of which is post-consumer waste sourced from recycled soft drink containers. It was to be utilized as a replacement for textile-covered tiles and wall panelling. However, Elliot believed that EchoPanel had the potential to be much more than its boring existence... thus was born Persuasion. The bench has been folded entirely into form using a single sheet of EchoPanel. Its structure is created through the repetitive 'V-pleat' pattern, rigidifying the material and additionally bolstered by reclaimed timber beams. Bespoke stainless-steel hardware, stiff timber, and the EchoPanel create a stark distinction between natural and synthetic.



# Perfect 10

PARUSHNI AGGARWAL, OWNER AND CREATIVE DIRECTOR OF THE FAMOUS NEW DELHI-BASED LIFESTYLE BRAND STUDIO CREO, ACQUAINTS US WITH HER DESIGN STORY...



CREATIVE DIRECTOR

PARUSHNI AGGARWAL

**When in life did the design bug bite you? What or who has influenced your design aesthetics the most?**

I was always inclined towards it but my journey began in 2007. My father, Snehdeep Aggarwal has been an influencer in every aspect of my life and I continue to learn and grow from his very driven and inspirational outlook towards life.

**Studio Creo is an established name in the design industry... how and when did the thought of starting the studio come about? What does the studio offer to the Indian consumers?**

Studio Creo is a fresh, creative interior design house that comprises of many Italian brands and all under one roof in our flagship store in New Delhi. Our purpose is to create spaces for happy and functional living for everyone. We thrive on creativity, innovation and change. To us, work is personal, and we work hard for every client because we know how much every detail matters.

**You offer bespoke design services to the consumers too... when did this division come about and what are the services that are in the offing?**

On request the Interior Design Service at Studio Creo will plan and oversee "tailor made" interior design projects for our clients. In our design, we care deeply about the human experience.

**Tell us about the team of design professionals at Studio Creo... how do you keep your office motivated and on the same page?**

At Studio Creo our designers know how to source the best basis our client's needs. Through our broad partners, combined with the experience of our dedicated sourcing team, we provide imaginative and exciting solutions which are practical and cost effective to all briefs. We have solutions for all kinds of budgets. We take utmost care to give a product that combines international design that works with local tastes. This alongside with a passionate team keeps the momentum going on an everyday basis for us.



**What are the big projects which are keeping you busy these days?**

Nikoo Homes in Bhartiya City, Bangalore.

## ON A LIGHTER NOTE...

**The one thing we'll always find in your handbag?**

My notepad.

**A dish you savour the most?**

Spaghetti Carbonara or Nigri Sushi.

**How do you unwind after a long, busy day?**

Spend time with my daughter Noor.

**The top three tracks on your Ipad?**

Happy by Pharrel Williams, Shake it off by Taylor Swift and Magic by Coldplay.

**A book you keep going back to?**

Who moved my cheese by Dr Spencer Johnson.

# HIGH Five!

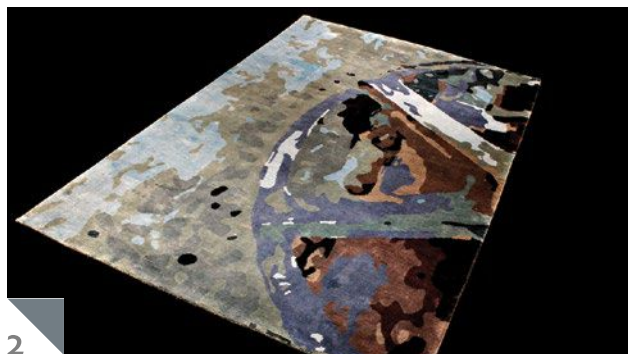
THERE IS NO DISPUTING THE FACT THAT A ROOM WITHOUT A RUG FEELS EMPTY. SO HERE'S OUR PICK OF FIVE UNIQUE RUGS THAT WILL MAKE ANY SPACE COME ALIVE.



1

## THE RUG REPUBLIC

The beautiful and vibrant intricate patterns on this rug titled Vanessa are executed with the help of cross-stitched wool and exquisite Italian leather. Vanessa forms a part of the Premio collection of the brand that includes hand knotted, hand woven and upscale leather rugs. The other rugs in Premio sport centre stage trends like chunky textures, distressed looks and patchwork.



2

## CARPET COUTURE

Featured here is a hand-knotted beauty from the Lost and Abstract collection. Spun out of banana silk and bamboo silk, it features 100 knots and the wheel of a cart to add that bucolic touch to your homes. The rest of the series too captures everything old, ancient and rustic from moth eaten doors, crushed petals to skid marks of a car and Iranian motifs.

₹ 1,800 (per sq ft)

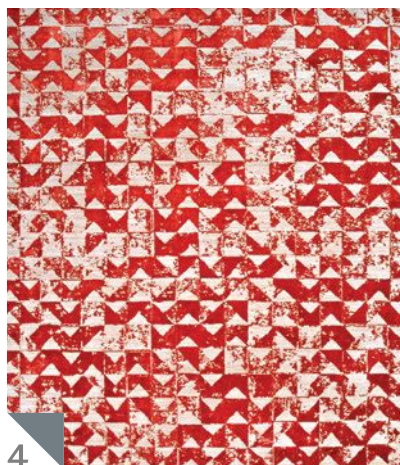


3

## D'DECOR

Each rug in the European series is assembled in Europe from materials such as viscose, wool, pure leather, polyamide, silk, cowhide, vinyl, exotic vegetable fiber and glass fiber in varying compositions. This one featured here sports honeycombs in bright shades of green and yellow.

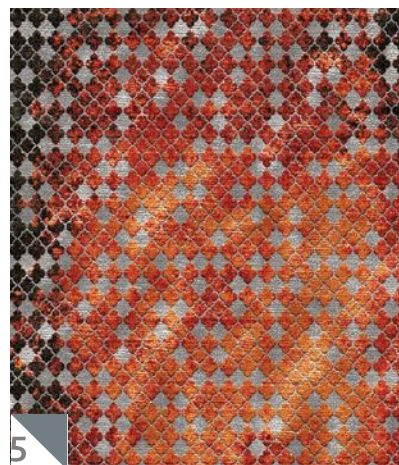
₹ 600 onward (per sq ft)



4

## JAIPUR RUGS

Project Error by Kavi depicts what happens when the ordered precision of machines is sidelined by happy accidents. The rugs are created by hand weaving nearly 1,00,000 asymmetric knots of finest wool and bamboo silk. Shay (featured here) is developed from studying blocks that are carved incorrectly or fade over time.



5

## HANDS

Make your floor come alive with this orange-hued rug called Zalij. Part of the Heritage collection, it is hand knotted from wool and viscose. The series takes its inspiration from timeless Persian designs juxtaposed with contemporary patterns. Some of the patterns include Arabesque, classical Persian rosettes and medallions, and scrolling vines.

# PICK of the Month

THE TOTAL SENSE HOME SPACE COLLECTION FROM STEAMIST TAKES THE LUXURY AND BENEFITS OF A HOME STEAM SHOWER TO NEW LEVELS.

## TOTAL WELLBEING

REVIEWED BY: DEEPA NAIR; PHOTOGRAPHS: ETRE LUXE



### THE POPULAR NEW JERSEY-BASED BRAND

Steamist is now available to the Indian consumers through high-end lifestyle store Etre Luxe. Steamist offers an interesting line of residential steam bath and sauna products and systems, as well as a commercial line of steam bath, steam generators, controls and maintenance products. What makes this coveted page is their Total Sense steam bathing system which is specially crafted for today's lifestyle — it takes the luxury and benefits of a home steam bath to new levels. Here, with the AromaSense, you can bathe in delicate fragrances, as it adds fragrant essential oils into the steam shower. Enjoy chromatherapy with the ChromaSense feature through an overhead fixture which can produce white light, as well as six colour enhancements. The AudioSense control module is equipped with a wireless receiver that lets you enjoy your favourite music in the steam shower from your smart phone, iPod, iPad or any other Bluetooth-enabled music player from up to 30 feet away. The control module is wired to your choice of "classic" (exposed speakers) or "invisible" speakers that mount out of sight and transmit sound through the wall.

Recently, another interesting feature was added to Total Sense — ShowerSense. In addition, the Total Sense TSC-450 (touch screen digital control) has been re-engineered, with an even more stylish appearance and a striking new graphic display. ShowerSense allows the homeowner to use the TSC-450 control to select one of two different shower temperatures, programmed to match each user's preferences. The user can enjoy the shower experience through three outlets — standard showerhead, a rain shower, handheld or body spray. The ShowerSense valve manages both shower temperature and water pressure balancing to optimize user comfort. The Steamist TSC-450 control features a new, ultra-thin profile, projecting just 0.4" from the wall, eliminating the need for recessed mounting. The TSC-450 can also be linked with the mySteamist application — it allows a user to activate pre-programmed user profiles from within their home network range.

Etre Luxe, Tel: 011-26809772-5; Website: [www.etreluxeindia.com](http://www.etreluxeindia.com)



### INTERNATIONAL FURNITURE BRANDS

The brand has new additions to their aristocratic line of furniture Althorp: Living History, which is inspired by the eponymous 14,000-acre English estate which served as the primary residence of the Spencers, one of the most distinguished aristocratic families in England. The home's beautiful interiors drew furniture maker Theodore Alexander to the location. The collection, celebrating 20 generations of royalty and aristocracy, includes coffee tables, occasional tables, chest of drawers, consoles, wine cabinets, sofas and armchairs. The products boast rich upholstery and leather, and are crafted from a wide array of veneers such as mahogany, rosewood and burl. The pieces are available with fabric designs in subtle shades of greens, browns, blues and naturals.

Choose from classic furniture and rustic home decor pieces to holistic bed linen...



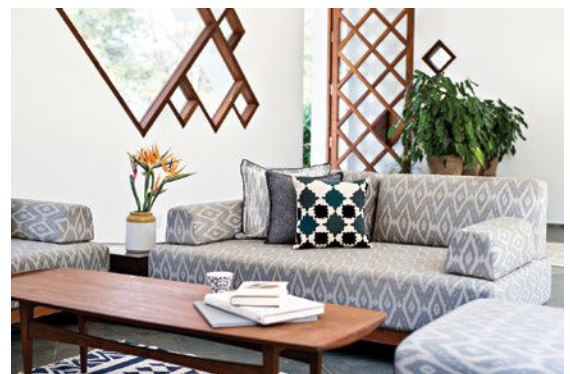
### VISIONNAIRE

This Italian luxury brand's newest Coup De Theatre collection 2015 explores the multi-dimensional use of materials such as wood, metals, stones and semi-precious elements, and innovative fabrics and finishes. Shino Sofa, the brainchild of Domenico De Palo is upholstered in quilted velvet and big back cushions with flounces. The Darius Sofa designed by Roberto Tapinassi-Maurizio Manzoni is structured in a metallic chromed finish and upholstered with Nabuk leather and velvet. It has an adjustable backrest and super soft cushions in down feathers. The Berry Armchair designed by Giuseppe Vigano is crafted from fine leather with a captioner backrest whereas the external structure is crafted in lacquered wood and leather.



### THE PURPLE TURTLES

Their latest offering consists of some exciting decor accessories. A key piece from this range is the collection of colourful hand-painted barrels (₹ 5,000 onward). Made from wood, this unique accessory can also be used to store wine bottles. Another lovely piece is the wooden Vintage radio (₹ 1,950) that makes for a perfect gift for loved ones. The barber mirror boxes (₹ 1,100) have a beautiful antique finish and can be used to store your little trinkets. Another favourite is the distressed wooden trunk (17,000 for 3), a decorative piece to behold.



### YAMINI

Yamini is back with a bang! Their recently launched collection of *ikat* fabrics called Maaya features thousands of individual threads which are tie-dyed in intricate patterns, then untied and woven into *ikat* fabric. Maaya has been developed using this lovely technique, in weaving clusters in Andhra Pradesh. Made from pure cotton with complementary bamboo solids, the fabric is suitable for both upholstery as well as curtains. The fabrics are available in tones of blue with accents of cream and black; earthy tones of rust and ochre; subtle shades of grey and beige; and lastly a mix of vibrant reds and regal purples.

## Swish List



### ROCHE BOBOIS

The brand's 2015 collection showcases modern furniture for dining, living and bedroom spaces in futuristic designs, and portrays highly skilled craftsmanship. The highlight of the dining room range is the Track table created by French designer Luigi Gorgoni. Its top is crafted from ribbed and stained oak veneer on particleboard whereas the base is made from lacquered steel. The Azur sofa designed by French designer Philippe Bouix forms a part of the living room range. Upholstered in Toundra leather with a pigmented finish, it has an adjustable back for optimum comfort. The Fantasq bed, one of the many pieces made for the bedroom, is a perfect blend of style and comfort. Designed by French designer Samuel Accoceberry, the bed is structured in solid wood and upholstered in Omega fabric, whereas the headboard and frames are stuffed with foam.



### OBEETEE

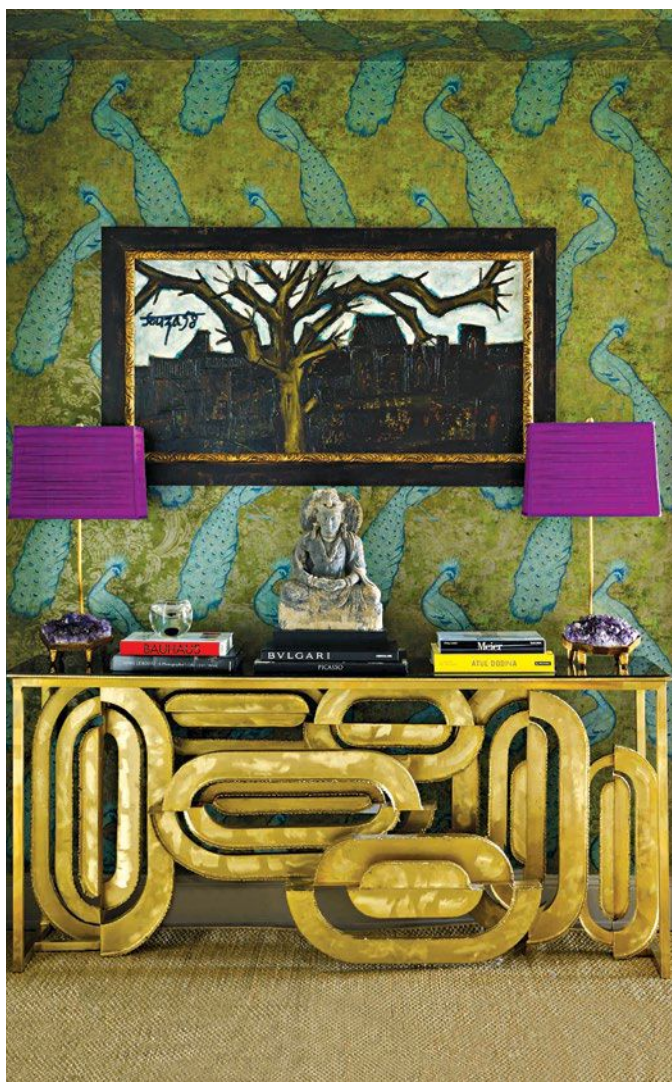
The brand has introduced its latest collection of hand woven rugs — Pamir, Anjali and the Swedish. Pamir is a skilful combination of the weaving styles of the Turkish Oushak and Sultanabad and are historically inspired warm and earthy rugs. Anjali, on the other hand takes its inspiration from Ouzak, Kazak and Turkish rugs and are woven from Sardinian wool and semi-twisted yarn. Lastly, the Swedish Collection is an ode to the timeless designs of African tribes and features a combination of variegated woolen kilims and Moroccan style cut pile.



# Place of Pride

The living room is a haven to unwind after an exhausting day. Here, you indulge in banter with family and friends and also welcome guests to sample your home. We've put together sofas, statement chairs, coffee tables... an assortment of furniture that will breathe life into this sacred space.

ANCHORED BY: SHRADHA SHAHANI; PHOTOGRAPHS: COURTESY THE STORES





### Ace Maison

The Artu belongs to Fendi Casa's 2015 Collection and sports a wooden base polished in metallic gold with Prussian blue velvet upholstery. **Price on request**



### Wisma Atria International

Made from Ziricote wood, the three-piece modular sofa from Fratelli Boffi is upholstered in a fabric that features patches of animal prints as well as leather. **Price on request**



### D and M Workspaces

As with all the products in the living landscape family from Walter Knoll, the 740 range also provides corner elements that can be turned 90° for different views. The sofa is framed in wood whereas its base is made from beechwood. **Price on request**



### The Great Eastern Home

Bring a classic colonial touch to your abode with this rustic piece made from rosewood that features geometrical prints. **Price on request**



### Red Blue and Yellow

The Bowloader is a one-of-a-kind piece that is inspired by the rowing boat. Built using an ancient Chinese ship-building technique, it has a two-way seating system. The product is crafted from bent ply and paper veneer. **₹ 2,63,000**



### Roche Bobois

The brainchild of French designer Phillipe Bouix, Reportage is upholstered in Sunset leather and Carioca, Amalpura and Bayshore fabrics. It also boasts of stand-alone back rests that can be positioned freely.

Price on request



### Studio Creo

Kerry's snug seating will wrap you in a comfortable cocoon that's framed in metal and upholstered in leather.

₹ 2,86,996



### International Furniture Brands

Invite a slice of British Heritage into your home with the Spencer Sofa, part of the Althorp Living History Collection. The neo-classical product is fashioned from mahogany with a gilt frame.

Price on request



### The Furniture Republic

The roomy Dallas sofa has a wooden frame and is upholstered in tan leather.

₹ 2,99,000



### Idus

Simple yet snug, the Metro sofa is structured in beech wood and plywood, and padded with 100 per cent leather.

Price on request



### Portside Cafe

Unique and stylish: The three-seater V deck sofa, made from wood, balances on V-shaped metal legs.

₹ 1,17,000



### Essentia Environment

The seat and back of this cosy sofa are down-filled with polyurethane foam inserts for an ultimate lounging experience. All you have to do is sit back and enjoy.

₹ 1,00,000



### One and Only

This regal set consists of several products. The chaise, handcrafted from solid teak, has a high headrest with an intricately designed crown. The table has an Emperor marble top that rests on beautifully carved dragon legs. The chairs and armrests are partially upholstered while the pouffes up the oomph quotient of this setting.

Price on request



### Furniturewalla

Now there's more than enough room for everyone with the Unico collection that's framed in stainless steel.

₹ 1,98,600



### I'm Centre for Applied Art

Add some glamour to your home with this circular seat upholstered in rich black velvet.

₹ 35,000 onward



### Fabfurnish

The cute solid wood Turnley Sofa from Urban living is sure to brighten up any drab corner of your living room.

₹ 18,599



### Roche Bobois

Whether it's watching a film, playing a game of scrabble or reading a book, Parcours' padded and polyurethane foam seats can be adjusted to suit your mood.

price on request



### Red Blue and Yellow

Ms Plump, the sofa is an adorable piece of furniture made from bent plywood and paper veneer.

₹ 87,600



### The Great Eastern Home

Executed to perfection, this stunning sofa swathed with top grain leather will take you back to the Victorian courts.

Price on request



### Grandeur Interiors

The Volvo set of sofas from Pianca, framed in wood and metal, will make family bonding time more delightful.

₹ Price on request



### International Furniture Brands

The Lola chaise from Baker's Laura Kirar collection has more to it than just good looks. Fashioned from beech and walnut wood, this ornate chaise is comfortable to perch as well as recline on.

Price on request

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### D and M Workspaces

This ultra cosy chair from Walter Knoll rightly takes its name from the Chinese word Bao, which means to hug. Designed by EOOS (a team of Austrian furniture designers), it is framed in steel and features a swivel base.  
₹ 2,10,000



### The Great Eastern Home

The French antique chair will take you back to the courts of Louis XVI. Made from Burma teak, it sports intricate gold detailing on the frame and legs.  
Price on request



### International Furniture Brands

This beauty from Baker's Laura Kirar's collection takes its cue from nautical furniture whereas its lovely colour is derived from the Narwhal whale. Its legs bear semblance to unicorn horn.  
Price on request



### Ace Maison

Asja, the stylish Ottoman from Fendi Casa's 2015 collection is made of wood polished in metallic gold and upholstered in velvet.  
Price on request



### Fusion Access

This lovely chesterfield ottoman made from marine ply, veneer, foam and fibre can be used as a coffee table as well.  
₹ 43,400

Single Seater



### Anemos

Enjoy your morning cuppa on these rustic pieces of furniture crafted from teak.

₹ 39,000



### Indian August

Here is an assortment of beautiful stools crafted from teakwood and upholstered in kilim and brocade.

₹ 4,200 onward



### Red Blue and Yellow

The spectacular leaf chaise definitely calls for an evening of relaxation. Crafted from solid Burma teak, it features nature's intricate details such as veins and branches.

₹ 78,000



### Grandeur Interiors

Dialogo has stylish armrests and sleek contours. It is available in 108 removable fabrics and in an array of non-woven leathers as well.

Price on request



### Portside Cafe

V Deck, the perfect statement piece for your living room, is framed in wood and has metal V-shaped legs.

₹ 69,500 (set of two)



## The Purple Turtles

Go old-school with a bunch of quirky pouffes featuring everyone's much loved band The Beatles. They are made from cotton.  
₹ 3,000 (each)



## Abaca

The laid-back Bijoux chair is fashioned out of imported leather and wood.  
₹ 69,800



## Essentia Environment

This unique chair is framed in natural oak and is upholstered in saddle H leather.  
₹ 85,000



## The Furniture Republic

Sink into the comfort of this vintage sofa made from solid wood that's swathed in leather.  
₹ 33,900



## Fabfurnish

The radiant hues of the Elmwood Diane Wing chair makes it a fun addition to your living room. Crafted from sheesham wood, it's stuffed with foam for extra comfort.  
₹ 28,599



**Andy Home**  
Bring an element of French dynasty into your homes with this elegant chair. It is structured in teak and is enveloped in woven Etro fabric. The inner and the outer back of the chair sports Aubusson inspired embroidery whereas the exposed frame is finished in light green polish with antique gold highlights.  
₹ 82,000



**Beyond Design**  
Structured in teak, this chic piece with button tufting on the backrest offers absolute sink-in-comfort.  
₹ 48,000



**2 Divine**  
Framed in wood and enveloped in deep red velvet, this majestic armchair will add the much-needed pop of colour to a monochrome setting.  
₹ 65,000



**Sanctum**  
Structured in wood and upholstered in a vibrant printed fabric, this single seater sofa is like a breath of fresh air.  
₹ 27,500



## Fusion Access

Here's an understatedly classy chair accentuated with tufting and studs. It uses Burma teak, fibre and foam in its making.

₹ 41,900



## International Furniture Brands

The Library Armchair from Althorp's Living History collection will bring an element of old-world charm to your living room. It has a button tufted back, outswept arms and tapering legs ending in brass castors.

Price on request



## La Sorogeeeka

Part of the Royal Affair Collection, this chair is fit for nobility. Crafted from teak, the product has gold leafing and rich velvet upholstery.

Price on request



## The Purple Turtles

Kasturo is created while keeping Mother Nature's sentiments in mind. Recycled fabric is spun around tyres to obtain this fun chair.

₹ 19,800



## Ace Maison

Burtan from Bentley Home's 2015 collection has a gun metal base and is upholstered in leather. Diamond quilting adorns the frame whereas the Bentley logo is imprinted on the headrest.

Price on request

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### Ace Maison

The irregular lines and the varying heights of Ebony Macassar's Fleurette tables make them incredibly attractive. Metal brass adorns the centre top as well as the tips of this product.

Price on request



### D&M Workspaces

Tama from Walter Knoll is designed by EOOS (a team of Austrian designers). It features a table top crafted from marble or rare onyx whereas the base is made from steel and powder-coated metal in matte bronze.

₹ 6,20,000



### Idus

Trois has a base fashioned from pine wood or mahogany wood and sports an edgy geometric pattern.

Price on request



### Wisma Atria International

The Scalloped is a great space maximizer. Made from shiny rosewood, the table shows off its beautiful inlaid table top.

Price on request



### The Furniture Republic

The swirly base of the Bern will definitely capture attention. Made from MDF and Ash veneer, the table features a tempered glass top.

₹ 19,900



### Portside Cafe

This colourful leather coffee table is a larger version of the numerous jewellery boxes in the Balli Maran collection. Vibrant prints, a golden fish motif, antique brass fittings and a heavy padlock all come together to make a striking piece of furniture. When opened like a trunk, the inside reveals lime green ultra suede lining.

₹ 5,099

### Red Blue and Yellow

This stunning piece has a hollowed out pyramidal base made from solid Burma teak. While creating an attractive matrix, the hollow space could be used to shelve magazines and books.

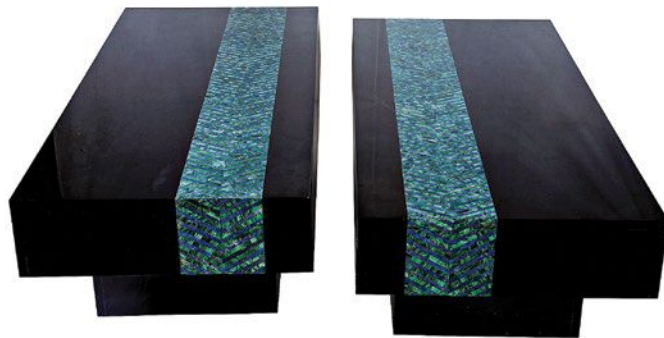
₹ 42,000



### Roche Bobois

The brainchild of Joelle Rigal, the Physalie occasional table from the Les Contemporains Collection, is crafted from a steel metal sheet where two patches feature perforations on them.

Price on request



### Beyond Design

This stunning duo is created from black stone and is adorned with lovely malachite and lapis inlay. The two when separated can be used as end tables as well.

₹ 1,40,000



### Idus

This Ari, created from slats of Lauan wood and inlaid with glass looks stunning thanks to a geometric motif created with crossed wooden planks.

Price on request

## Bazaar



### La Sorogeeke

Then this table crafted from yellow quartz balances on German silver legs making for a gorgeous addition to your home. Price on request



### Alchemy De Luxe

Add a whiff of royalty to your abode with this center table made from wood that's accentuated with silver. Price on request



### Apartment9

The base of the Viola Center table has criss-cross lines made from iron, which bear semblance to the branches of a tree. It has a framed glass top.

₹ 50,400

### Baaya Design

Dwirupa features an interesting combination of two art forms — Warli from Maharashtra and Blue pottery from Jaipur. Here, the sky and the earth meet due to the juxtaposition of brown and blue hues. The table is crafted from teak, veneer and blue pottery tiles.

₹ 50,000



### InV Home

The Gaia table is a must for entertaining guests. It's made from fiber glass with a hollow gold lacquered centre that is covered with glass.

₹ 1,25,000



## Anemos

The base of this unique product is the result of putting together handcrafted blocks used by artisans for printing. It has an intricately carved wooden stand that holds the glass top above these blocks.

₹ 1,45,000



## I'm Centre for Applied Arts

Individual blocks of walnut wood and an accent block in stainless steel are put together to form this gorgeous table.

₹ 35,000 onward



## Furniturewalla

This coffee table, part of the Acero collection, has a base with fun stainless steel rectangles floating around.

₹ 66,800



## Frazer and Haws

The Mysore table is an ode to the ceremonial elephants that grace special occasions at royal palaces. Carved in teak, this table features the animals' heads as its legs and rich floral carvings that are clad in silver.

₹ 2,70,000



## International Furniture Brands

Two L-shaped planks of Pacific walnut and Flame walnut veneer overlap each other to form this interesting and quirky piece from the brand Theodore Alexander.

Price on request



**The Great Eastern Home**  
Made from Mahogany wood, this unique piece will add a generous dose of old-world charm into your living rooms. The bottom shelf can be used for storage.  
**Price on request**



### Sanctum

This bright blue beauty, made from teak is sure to add a pop of colour to an otherwise dull setting.

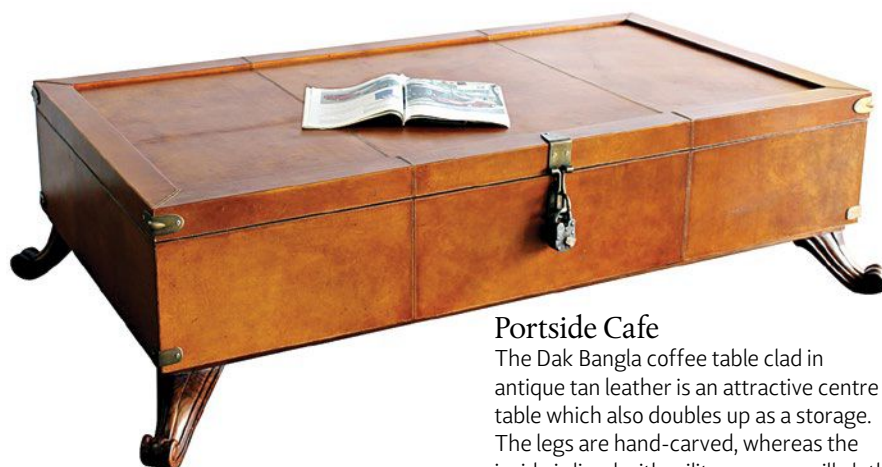
₹ 13,500



### Ace Maison

Constellation from Fendi Casa's 2015 collection will certainly accommodate your knick-knacks with much panache. It has a gold metal body and a black lacquered glass top.

**Price on request**



### Portside Cafe

The Dak Bangla coffee table clad in antique tan leather is an attractive centre table which also doubles up as a storage. The legs are hand-carved, whereas the inside is lined with military green grill cloth.

**Price on request**



### Idus

This all-in-one coffee table crafted from wood boasts of a moveable ledge, a drawer and a removable tray.

**Price on request**



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### Bleu Concepts

This multi-talented beauty is more than a storage unit. Made from American walnut wood and MDF, it not only stores your stuff, but also serves as a beautiful room divider.

₹ 2,00,000



### International Furniture Brands

This Chinoiserie chest of drawers made from mahogany and finished in red lacquer will definitely get heads turning. It features fine brass mounts, two finely painted drawers and cabriole legs with sabots.

Price on request

Assortment



### Grandeur Interiors

Made from aluminium, wood, and finished in red and white lacquer, the Pianca wall composition helps you display your prized possessions. With more than 500 colours to choose from, the module is fully customizable with respect to finishes and sizes.

Price on request



### Idus

Simple yet stylish, the Yuri Console is fashioned from mosaic marble and has a stainless steel base.

Price on request



### D and M Workspaces

You won't believe your eyes when you see this uber cool stool from Walter Knoll called Bellows. The brainchild of Toan Nguyen, its leather is gathered in soft, sturdy folds and it offers adjustable heights.

₹ 2,10,000



### Wisma Atria International

This gorgeous solid wood console called Fontainebleau is designed by Italian designer Ferruccio Laviani. It showcases sphinxes handcrafted from torch and flame-finished wood.

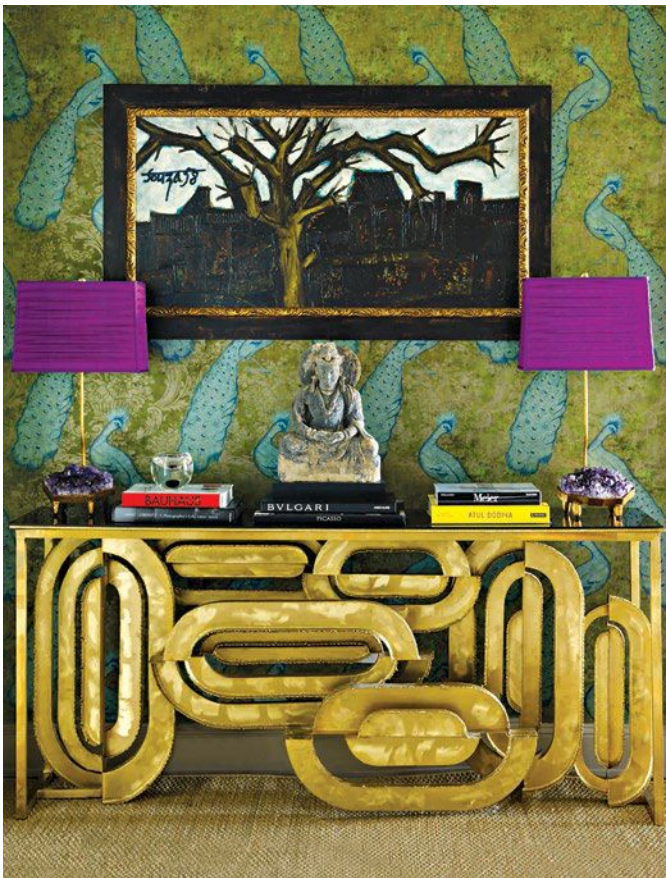
Price on request



### Indian August

A set of nested tables handcrafted from wood featuring beautiful Madhubani artwork.

₹ 10,800



### Viya Home

The Golden Galaxy console is inspired by rustic mid-century brutalist architecture and design. It is crafted by welding together individual sheets of metal in multiple layers to create a sculptural console.

Price on request



### Freedom Tree Design

This gorgeous cupboard, Mandala with intricate carvings is created out of mango and sheesham wood.

₹ 37,400



### The Furniture Republic

The zig-zag patio chest of drawers is made from solid wood and features patchwork leather.

₹ 34,900



### Ace Maison

The classy Evan console cleverly combines open shelving and concealed storage space. The top is made from leather-clad wood whereas the base is crafted from Briar-root and Burr walnut.

Price on request



### Houseproud

The Kilkeny sideboard made from mango wood gets a twist owing to its oh-so fun vintage imagery featuring the Union Jack, The Three Stooges and antique bicycles. With three drawers and doors, there is ample space to store all your knick-knacks.

₹ 26,410



### Visionnaire

Give your abode a complete facelift with the gorgeous Berry cabinets and the decorative piece that comes along with it. The top, frame and base are made from polished lacquered wood whereas the corner plinths are crafted out of chromed steel. The accompanying accessory is made from mother-of-pearl.

₹ 10,77,200



### Beyond Design

This cabinet made from wood and a Lapis crystal will immediately sort out your clutter while being an object of beauty in your home.  
₹ 2,82,000



### Essentia Environmentt

Made from wood, this exciting side table will add an element of bling to your drawing room. It wears a scratch-resistant lacquer finish.  
₹ 66,000



### Viya Home

Indulge in a little game of jigsaw puzzles with these tables crafted by welding together individual sheets of beaten and textured metal.  
Price on request



### Furniturewalla

The vintage End table, part of the Trunk Effetti collection, has a body made from antique brass whereas the handles are fashioned out of brown leather.  
₹ 46,500



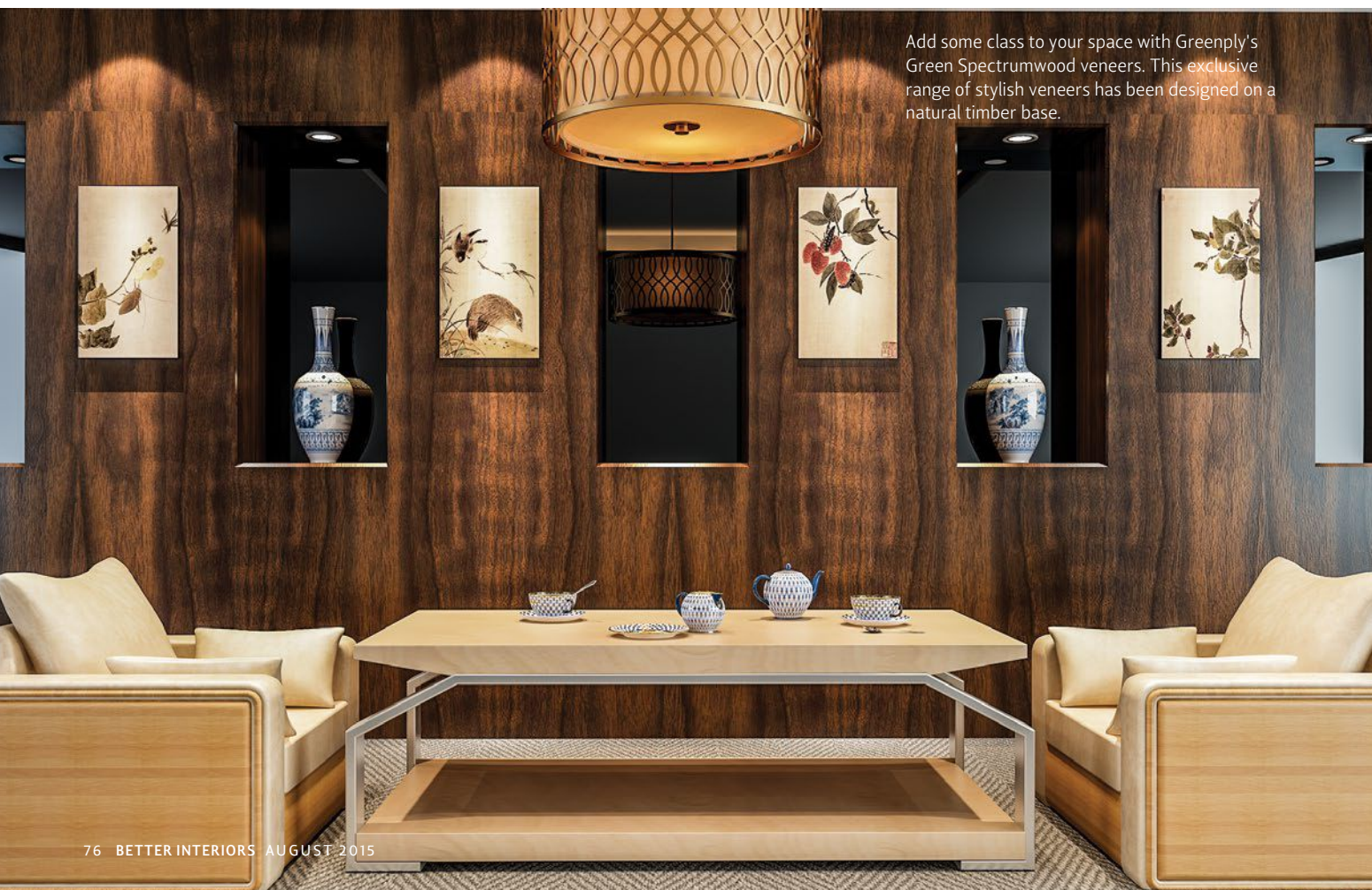
### Icasa

Made from ebony and oak, the Leonardo bookshelf will proudly hold all your beloved tomes. It's available in white, black ivory and caffè.  
₹ 5,66,500



PHOTOGRAPHY COURTESY ZZ ARCHITECTS

The image showcases the central staircase of a weekend home in Thrissur, Kerala. Veneer, with its visually warm finishes, lends this space a distinct character with its natural grain and helps in attaining the look and feel of natural wood.



Add some class to your space with Greenply's Green Spectrumwood veneers. This exclusive range of stylish veneers has been designed on a natural timber base.

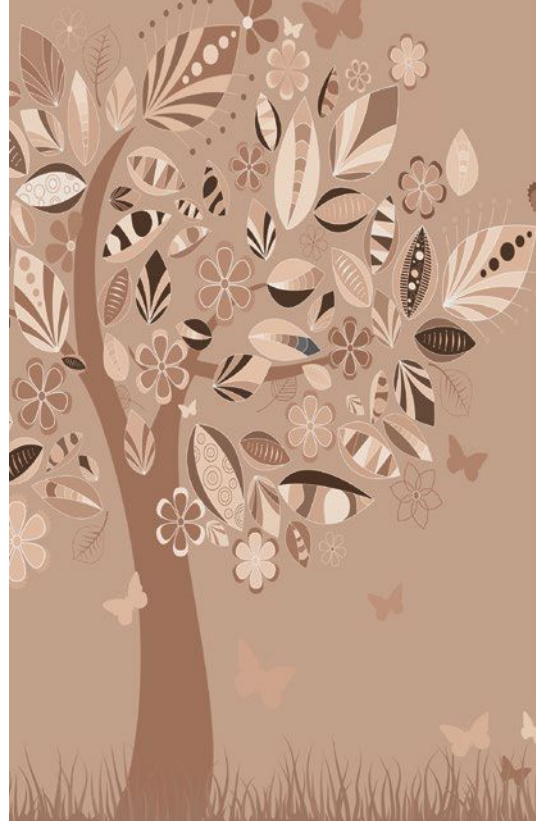


Enthrall your aesthetic sensibilities and take your pick from a vast variety of decorative veneers offered by Stylam under its Violam 2015-2016 range.

# Surface Story

Creativity knows no bounds and it holds true even in the world of surface cladding — veneers and decorative laminates. With the help of industry stalwarts and design professionals, we bring you not just an update on the technological advancements in this segment, but an in-depth report on the latest in design trends.

TEXT: ALIFIYA MEHAMDABADWALA PHOTOGRAPHS: COURTESY THE MANUFACTURERS



Durian's Romania range is a collection of premium laminates available in 1.00 mm thickness. Freehand embossed, Lustrous ovals, Mesh collection and sparkling petals are some of the varieties in this exotic range. Freehand Embossed is a horizontal texture whose carving is done in such a way that it gives a look of fabric. The Engraved Blocks texture has been created by fusing desirable qualities of three different wood species.

**T**he design industry is constantly evolving; materials and processes are being invented to create awe-inspiring architectural and interior design elements. The use of veneer and decorative laminates too has gone through a similar evolution and designers today are redefining the way both these materials can be applied. Today, they have a much functional presence in home and office interiors as well as hotels, institutions, etc. The market now offers a number of shades and textures in decorative laminates and veneers that allows users to create just about any ambience they'd like. Veneer dates back to 4,000 years and the early forms of the material were found in Egyptian pharaohs' tombs. History tells us that the ancient Egyptians were the first to saw thin boards from logs in order to best utilize timber that was rare and highly valued. Veneer is a thin layer of wood cut from a log. It's mainly used for interior decoration applications in many different segments. It's ideal for residences and commercial use. Since

veneers are actually wood slices, they impart a warm and a natural wooden look to the surfaces on which they are used.

On the other hand, the story of decorative laminates can be traced back to the early 1900s. Plastic laminate was first used as an insulating material for industrial products and its invention is credited to two engineers, Herbert A Faber and Daniel J O'Connor. Faber and O'Connor founded their own company in 1913, the Formica Insulating Company in Cincinnati, Ohio. It offered rings and tubes of plastic laminate for electrical insulating purposes. By 1914, the duo was using a press to churn out flat laminate sheets. Unlike veneer, which is a natural product, decorative plastic laminate is synthetic and are popularly used to clad surfaces in high wear and tear areas, because of its resistance to stains, scratches and heat.

The application of veneer and decorative laminates basically depends on the usage, the choice of the client and the application area. Ankush Aggarwal, CEO and interior designer of

## In Focus



**LEFT** With greater abrasive and scuff resistance, Formica's AR Plus is a superior high gloss laminate perfect for modern interiors.

**CENTRE** Part of the Kolekcja 2015 collection launched by Formica, this laminate inspired by the prehistoric times looks extremely chic in this office lobby.

**BELOW** Optus Laminates offers a diverse range of decorative laminates — HD Lamitech, Highgloss, Wood Grain, Texture, Unicore, Door Skin and Post Forming Fire Retardant.

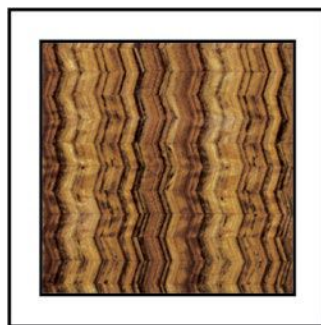
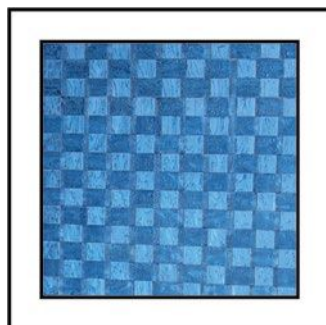


Ansa Interiors, New Delhi, is of the opinion that, "Veneers can be used for luxury interiors in residences, for executive areas in offices while laminates are best used in showrooms, commercial settings in offices and staff areas where there is lot of traffic since laminates can handle a lot of ruggedness. The choice between veneers and laminates boils down to choice between durability versus natural beauty and variations."

With their flexibility, versatility and ability to blend in with any design scheme, decorative laminates and veneers prove to be a cost-effective alternative to wood. Besides they are also easier to maintain and the range of options available are huge. A paradigm shift has been noted in the concept of interiors today and people have started opting for more functional interiors, preferring them over ornate details. This is where decorative laminates and veneers again are preferred over solid timber. In the current scenario, the market is flooded with numerous options to suit every budget, every design concept and preference. Greenply Industries, Formica Laminates India, Centuryply, Cedar Decor Pvt Ltd, Merino Industries, Stylam Industries, Jalam Timber Depot, Unique Plywoods, Royal Touche and Heritage Surfaces are some of the leading brands in the industry today.



"We offer 900 designs in about 200 different surface textures," says Janak Vyas, director (marketing), Cedar Decor Pvt Ltd (known for their brand Durian). "Apart from the normal convectional laminates, we also produce HPL (high pressure laminates) in more than 21 different grades like exterior grade, post formable laminates, abrasion-resistant laminates, multi layered sandwich laminates, dry wipe marker and chalk writable laminates to name a few. On the other hand, "Centuryply offers a wide range of natural and reconstituted veneers. We stock close to 450 species," says



**TOP** The Akthana texture laminates introduced by Century Ply have a deep texture give a sense and feel of nature. The Era 'aged by design' veneers use state-of-the-art technology, by which every sheet glorifies nature's timeless beauty. The designs will give an unmatched vintage feel to the most modern interiors.

**ABOVE** This collage comprises of four exquisite veneers available with Jalaram Timber mart. Called Zeta, Parquet, Lenea and Woven, each of them have been beautifully crafted to lend your space the magnificence of a handmade finish. While the Zeta veneers are cut at predetermined angles and placed together to create a 3-D appearance, Woven comprises of long, single strips of manually woven veneers.

Amit Kumar Gope, general manager (marketing). Greenply Industries Limited (GIL) too has two types of veneers under its brand: Natural and Recon.

Increasing demand and competition in the industry has led to companies launching new products every year. For instance, Formica India releases more than 100 designs and colours in a year. "Formica has a dedicated international design team who work with the industry colour/design professionals to continually monitor and forecast design trends," says Bharath Rao, head-marketing, Formica India Group. This holds true for other major brands too. Cedar Decor introduces about 60 to 70 new designs and about 20 new textures in a year while 50 new designs come out of Centuryply's kitty, "Which is a mix of getting new species and innovating new processes on existing species" exclaims Amit.

## PRODUCT RANGE

Different varieties of veneers in shades, colours and textures (smoked and fumed) are available in today. Rahul Gupta, interior designer and owner of 9th Corner Inc, New Delhi explains, "They have oil-based finishes as well as water-based finishes and are a stupendous combination with lacquer finishes too. Being natural products, they last longer than laminates and can be polished according to the client's taste."

Centuryply has recently introduced the Era and Shimmer collection in natural veneers. Era

is a collection of "Aged by Design" veneers which have undergone a special treatment to achieve a vintage look. Meanwhile, Shimmer is a collection of Gold, Silver and Copper filling in Natural Veneers. The Black Forest range of dark species of natural veneers, Green Naturals (natural veneers made of 100 per cent teak) and the eco-friendly Ecotec Recon Veneers are some of the other products from the company.

A plethora of options are available in laminates too. Merino Industries' MR+ Tuff Gloss Laminate is its most popular range in the market. Apart from this, the Merino AB+ Anti Bacterial Laminate (with a 99.99 per cent bacteria reduction quality), Merino ESD+ Laminate (for electrostatic protective areas where there is a special need to protect the electronic equipments from static charges) are some of the interesting options.

The Walkon range of exterior floorboards (laminates) and the Fascia range of exterior cladding is Stylam's latest offering. While Walkon is frost-resistant and weather protected, Fascia comes with a 10-year warranty against de-lamination and colour defrost. Formica India has also unveiled its Kolekcja 2015 collection inspired by the Antedeluvian age. It takes you through a journey of our prehistoric references of nature and heritage. It comprises 33 variants including Styre (from the forest of deans); Fossilize Carbon and Querus Dumosa (from the rare 600 species of fagaceae family).



## CLOCKWISE, FROM TOP LEFT

The Merino Shaurya Wall Protection System consists of Merino HPL compact laminate as wall panels with top, corner and end profiles and other corresponding hardware and accessories. These laminates are most suitable for high traffic spaces such as hospitals, hotels, malls etc.

In contrast to the light-toned furniture, flooring and walls, the variegated expanse of Ziricote veneer creates a stunning impact. This panel is interrupted by Duco-painted shelves displaying carefully selected artefacts.

ZZ Architects use walnut veneer on the walls of this apartment which imparts a uniform and timeless look to the entire space.

PD Associates create a floor-to-ceiling wardrobe, with veneer-clad shutters that add depth and visual texture to the master bedroom.

Even with a multitude of options available, architects and interior designers have their own preferences between the two surfaces.

Architects Krupa Zubin and Zubin Zainuddin, founder and principal architects of Mumbai-based ZZ Architects prefer to use veneer. Krupa feels that, "Veneer will probably never go out of fashion as it has an ethereal quality and adds a lot of warmth to the space. They also help in achieving edge and surface finishes with uniformity and gives a timeless look to the space." Rahul on the other hand, is comfortable using both but makes a choice depending on the client's budget and preference.

## INDUSTRY DYNAMICS

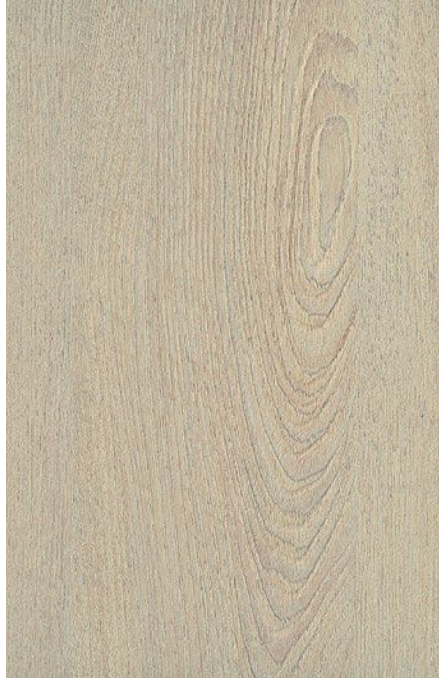
While it is true that India has a huge potential market for imported hardwood veneer and laminates, the wood processing industry in India is highly unorganized which hampers its market development. Having said that, experts from the segment believe that the industry is booming. Throwing light on the size of the veneer industry in India, Kamal K Mishra, associate vice president and head (marketing), GIL says, "The plywood and interior decor industry is worth ₹20,000 crore and out of this 70-75 per cent is driven by the

unorganized sector. The volume of veneer trade is quite small compared to plywood."

In comparison to veneer, Janak feels that "since laminates are the most versatile and all-terrain decorative surfaces, they have an upper edge than the others," and therefore more in demand. Giving a bit more clarity on this segment, Manit Gupta, director, Stylam Industries, tell us that, "As per BSMR.com findings during 2013-14, India currently has around 135 decorative laminate producing units with a total production of 1.35 to 1.40 crore sheets every month.

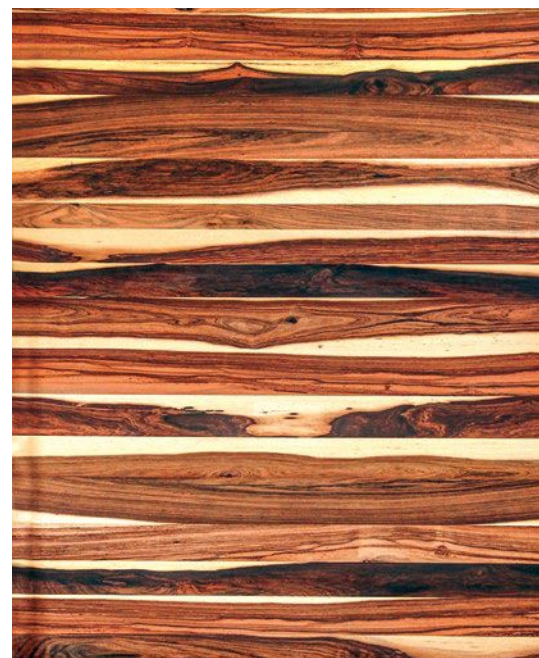
## TECHNOLOGY AND INNOVATION

A full spectrum of panel and veneer production technologies, including all the latest high-efficiency and resource-saving steaming, peeling/slicing, sawing and cutting systems are available today guaranteeing good quality of veneers manufactured. New and advanced technology has enabled laminates to be fire-retardant, equipped for exterior application and sensitive to electronic devices. From fire retardant laminates (used in kitchens and cinema halls that are treated with chemicals that delay temperature rise) to



**LEFT** These laminates from Royal Touche's newly launched iMark series have been made using registered embossing technology. Here, the design of the paper corresponds exactly with the texture of the surface plate thereby perfectly replicating the effect of natural elements.

**BELOW** Smoked Zebrano, Smoked Eucalyptus and Jacaranda are the three beautiful veneers manufactured by Unique Ply. Zebrano wood has been sourced from Central Africa and has a somewhat coarse texture, often with an interlocked or wavy grain. Eucalyptus Pommele surface is full of burls and presents a homogeneous golden brown tone. Jacaranda on the other hand is native to tropical and subtropical regions of Central America, South America, Cuba, Hispaniola, Jamaica and the Bahamas.



electrostatic dissipative laminates (ESD) that minimize chances of sparking and damage to sensitive electronic devices, better quality solutions and application are being offered by manufacturers. An example of this is Merino's Restroom Solutions in alliance with Besco. Merino-Besco supply and install Athenalite Restroom Cubicle System, which is highly resistant against water, chemical and impact. The Merino Shaurya Wall Protection System in alliance with Brem Systeme, Germany is a highly durable, moisture resistant, fire-resistant and anti-bacterial Merino HPL compact laminates for wall protection system.

Addressing the fact that in addition to aesthetic and design expectations, consumers have huge functional expectations, Formica has introduced various technological breakthroughs. The ColorCore laminates have

been created to obliterate the dark lines which appear when two laminates are used adjacently while the AR Plus high-gloss laminates are abrasion resistant and work well for kitchens and as wardrobe panels.

Both veneers and decorative laminates have their own set of advantages and disadvantages. A growing awareness as well as reinvention in application choices have made design professionals and clients opting for one or both these claddings in unimaginable ways. This has lead to new ranges being introduced daily with the increase in demand. Whether it's furniture, kitchen cabinets, wall panels or exterior surfaces; the industry, experts and designers alike have offered numerous options to the home owner. Also, like with every other choice related to the decor of a home, this one too lies in your hands! **B**

{CentreStage}

# Brilliant by Design

This month we walk you through two gorgeous homes — one in Hyderabad and the other in Mumbai. Plus, there is a fresh, dynamic and out-of-the-box cafe in Ahmedabad. All three are sure to leave you spell bound.

- The gorgeous Hyderabad home of interior designers Aamir and Hameeda Sharma revels in spaciousness, simplicity, practicality and artwork, accessories and furniture collected over the years.
- An upbeat and timeless, yet refreshingly modernistic home in Mumbai by Nitido Interior Design that celebrates cool tones and crisp lines.
- The Project Cafe created by Workshop Inc in Ahmedabad is a unique combination of food, art, retail and spectacular decor.





# A Designer Abode

Luxuriating in great views and replete with interesting design flavours, the Hyderabad home of interior designers Aamir and Hameeda Sharma treads a different path.

TEXT: RUPALI SEBASTIAN; PHOTOGRAPHS: SEBASTIAN ZACHARIAH; COURTESY AAMIR & HAMEEDA





#### CLOCKWISE, FROM TOP LEFT

Warm parquet floor and a cosy four-poster bed bedecked with linen from Good Earth make a warm and intimate guest room.

This interesting console is relatively new but made to look old. The skull, picked up from Spain, is carved out of wood.

Artist Bharat Yadav's work holds centrestage in the bar area. The industrial lamps were bought from Marina, Delhi. While the bar was designed and made at site, the bar stools were sourced from Inhabit, Hyderabad. The artefact is from Bali.

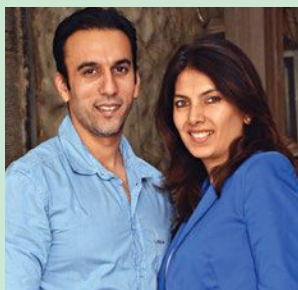
Cement sheets create a neutral backdrop for the open kitchen.

Aamir's love for machines can be seen in this vintage bike he picked up as an indulgence.

View from the master bedroom. The bird is carved out of wood. The balcony has deck wood tiles, while the internal flooring features parquet. Walls flaunt work of local Andhra artists.



The casual seating area of the living room. The picture wall captures moments with family, friends and while travelling. The art wall juxtaposes work by one of Hameeda's favourite artist and paintings done and gifted by family. Their love for Coco the cat is seen in the cushion. More such 'catty' artefacts and paintings can be found throughout the house.



## INTERIOR DESIGNERS

AAMIR AND HAMEEDA SHARMA

It's always interesting to see a person who designs spaces for others create one for himself. And when that space houses not one but two creative individuals from this line of work, sparks are sure to fly. "Well, I wouldn't say it was smooth sailing," confesses Hameeda Sharma, "but we sailed through. I guess you can only see our creative best when we work together." She and partner Aamir Sharma run a thriving, award-winning architecture and interior design practice (Aamir & Hameeda) in Hyderabad. He is the quintessential bad boy: endearing, impish, lover of mean machines. She balances his facetious nature with her incredible poise and calm temperament. But both these divergent personalities lost their heart to this 3,000-square-foot apartment overlooking the Golconda Fort and the Qutub Shahi tombs.

"We bought this apartment when it was under construction. We knew from the moment we saw the land for the first time, that this is where we would like to live: located right in the heart of the city yet cut off from its hustle and bustle," reminisces Hameeda. Getting their hands on a work-in-progress flat also meant they could tweak the plan to their specifications. "We wanted to keep it simple, spacious and practical. It's just our cat Coco





**CONCEPT:** To keep it simple, spacious and practical, with lots of storage.

#### LEFT AND BELOW

Every corner of the house tells a story. The duo's favourite ropes lights have been procured from a store in Dubai, and now grace the parquet-floored living room. The painting has been picked up from an art market in Amsterdam. The most interesting piece is the typewriter, which they picked up from Spain. It's still in working condition!

and the two of us. Our basic requirements consisted of a nice entertainment area for our family and friends; and an easy-to-access, open kitchen, pantry and breakfast area as neither of us cook but love to eat. This also gives us a chance to spend time with each other while we have our breakfast; our other meals are normally at the office or on the go. And last but not least, we needed storage. Lots of it! Both of us are shopaholics, and space is never enough," she smiles.

The designer duo opted for an open plan, it's largeness supported and, indeed, enhanced by the decent, 11-foot ceiling height and later, by the custom-made 10-foot-tall doors. The colour/material palette of choice was stone, wood and concrete. The open plan was visually segregated into different pockets by shifts in wall treatment: from rustic stone and cement sheets to smooth plaster. "We don't like a very stark look," emphasizes Hameeda. "Which is why most of the ceiling in the public zone features cement boards, and we selected a warm-toned marble or wood for the floors."





The huge bar is placed very close to the entrance to the apartment. The warm shell of this volume has been created out of cement panelling on the walls and ceiling, and grey-ish brown marble flooring. The bar stools are store-bought but the bar itself has been made on site.



An open kitchen/pantry/breakfast area was consciously made so that Aamir and Hameeda could start the day by having a meal together. The light fixture over the dining table was bought from Dubai, while the wall-mounted blue and white plates were one of the duo's first buys from an antique shop in Charminar, when they moved to their first rented apartment.





The clutch of wall-mounted art includes lithographs of Salvador Dali, limited edition lithographs of Picasso... and a painting of the great Coco by Hameeda's father in law.



**TOP** A beautiful Balinese antique painting inherited from Aamir's family and a cozy four-poster bed bedecked with linen from Good Earth make a warm and intimate guest room.

**ABOVE** The solitary wooden stork gazes at the view that clinched the deal for Aamir and Hameeda where this house was concerned.

## MATERIALS

**Flooring** Marble and wood **Walls** Stone, cement sheets and plaster **Ceiling** Cement boards and plaster

The aesthetic is marked by rustic elegance and a casual style that is at once carefully-put-together and uncontrived. "We like our space to be warm and cosy, and each and every corner of our house is detailed in such a manner," discloses the lady of the house. "Most of the artefacts speak of our travels, and have been collected over a period of time." This 'glorified junkyard', as Aamir fondly calls his home, celebrates the whimsical, the charming and the emotive, and deftly mixes the old and the new. Interesting artwork picked up from an art market in Amsterdam, eye-catching street art, their favourite 'rope' lights from a store in Dubai, a typewriter in working condition picked up from Spain, tomes on everything from architecture to travel, antique cameras from



the 1900s, Louis Vuitton luggage, lithographs of Salvador Dali and Picasso, a Balinese artefact... This personal collection is an interesting medley of form, colour, texture and character. One wall in the living area is a picturewall, created since the designers didn't get enough time to go through the photographs they took on their travels.

Revolving around moments spent with family, friends and each other, centered on mementoes of mind-expanding trips around the world, laced with love for their feline companion, and always driven by a stylish aesthetic... home may be where the heart is, but for Aamir and Hameeda, home is also what a heart creates. **BI**

**TOP AND ABOVE** The master bedroom is neat and practical. The huge bathroom opens out fully when required and can be used as a dresser too. Wall-to-wall wardrobes, done in back-painted glass, merge with the walls.

**FACT FILE:** **Project name** A&H Home **Location** Banjara Hills, Hyderabad **Area** 3,000 sq ft **Principal designers** Aamir and Hameeda Sharma

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The client's need for space has been undeniably satisfied in the living room. The flooring, the largest surface to impact the design scheme, set the tone for a cool colour palette peppered with punches of wood. The client was emphatic about what would go on the floor: marble. It flows throughout the house, except the kitchen and the bathrooms.



# Upbeat and Refreshing

The cool tones and crisp lines of this spacious two-bedroom Mumbai apartment by Nitido Interior Design calm the mind and awaken the senses.

TEXT: RUPALI SEBASTIAN; PHOTOGRAPHS: ARJUN SHAH; COURTESY NITIDO INTERIOR DESIGN



**ABOVE, LEFT  
& RIGHT** All the furniture has been custom-designed by Nitido in solid wood. The warmth and richness of the natural material stops the overall look and feel from slipping into an impersonal coldness.

**A** labour of love cannot be hurried. It is invested with emotions that are too precious to be frittered on something half-baked. But Sandeep Gupta didn't have the luxury of time. When the Delhi-based businessman identified a 3BHK apartment that would be his home in Mumbai, he wanted it designed as of yesterday. As luck would have it, Nitido Interior Design, his partner of choice in this task, proved more than capable of shouldering this responsibility.

"We finished the project in 45 days," reveals designer Kaizad Dinshaw, principal at Nitido Interior Design. "It was a great learning experience for us too. It taught us a great deal about managing time as well as resources. It helped that we had to interact with one person rather than several. So something that would have taken, say, ten meetings, to accomplish, was done in one. We went for that first five-hour interaction fully armed with concepts, material suggestions, references..." The latter, especially, helped them delicately probe the client's mind, the subliminal reactions, negative or positive, putting them on the path to client satisfaction. The explicit requirements were there too: spaciousness, crispness, natural light, a large master bedroom with a walk-in closet... and white marble on the floor.

The site was a bare, concrete-lined shell with thick internal walls, all of which were demolished to start with a clean slate. Spatial configuration was reworked to combine two bedrooms into a large suite-like space complete with a walk-in wardrobe. The kitchen dimensions were altered slightly and a laundry room created in place of an extra (and unneeded) bathroom. The rest of the aesthetic was kept clean-lined, straight. The grey-veined Italian marble-clad flooring, the largest expanse to impact the volume, became the starting point for the colour scheme: cool. Now, the home revels in lightness. White expanses punctuated, in a restrained manner, by blue walls and warmth of wood, create a space that makes you take a long-drawn, lung-expanding breath of fresh air. Large windows, a blessing that came with the site, have unobtrusive white hardware, so that nothing detracts from the attractive views of the greenery outside. Groupings of solid reclaimed-wood furniture, little islands of warmth in a cool, white sea, imbue the rooms with richness and texture. "These furniture pieces were created in-house," says Kaizad. "Wood is something that a cool palette accepts graciously. And we haven't used any laminate or veneer anywhere. It would have saved us time, but the idea wasn't to cheap out just to do things quickly. "The sense of luxury continues in Napa leather seating, judiciously picked out lighting fixtures,



**DESIGNER**

Kaizad Dinshaw



**CONCEPT:** The attempt was to create a living space that would revel in spaciousness and natural light. The look needed to be upbeat and timeless, yet refreshingly modernistic.



**ABOVE** The guest room has been treated with the same care as the rest of the house. The wall behind the upholstered headboard sports muted wallpaper.

**LEFT** A commodious wardrobe marks the entry to the ensuite.

built-in kitchen appliances (including a swanky coffee machine), crisp bed linen...

"The project was a turnkey one," says Kaizad. "The client needed everything from accessories and art to books and wifi to be in place when he moved in. So in a sense, we were acting a part, getting into his shoes, when we did all the selections. But the initial exercise of understanding his likes and dislikes came in handy. The client literally had to walk in with his suitcase, and he was all set." Kaizad also attributes the 'well put together' look of this project to the fact that there was a single design 'director' — in this case, Nitido Interior Design — that was calling all the design shots, rather than the accommodating of various tastes that usually mark a residential project.

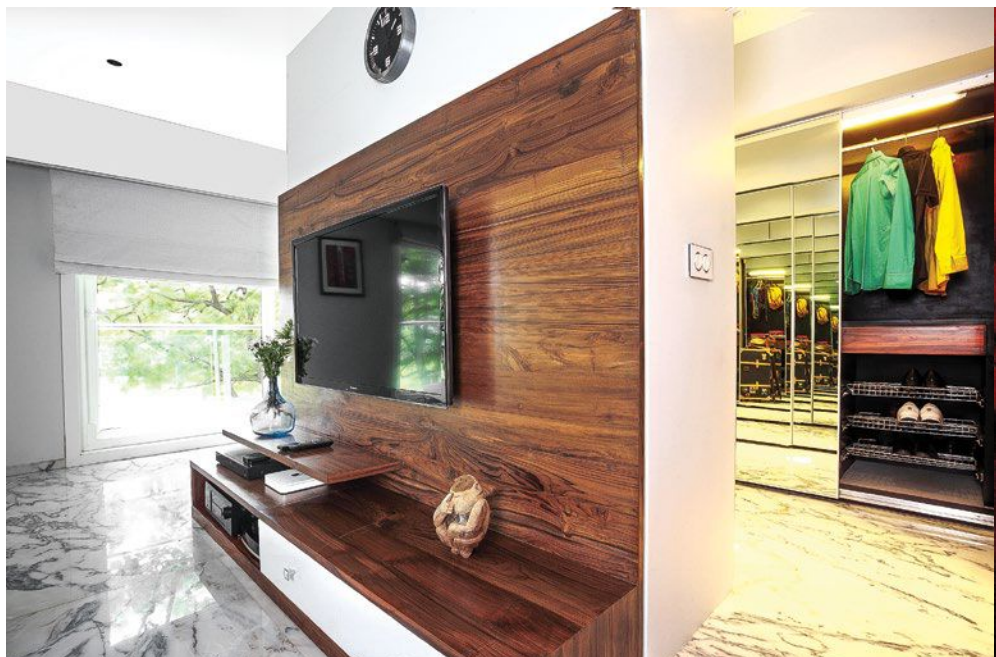
Though the initial impression is that of a simple space, this house has several clever things



## MATERIALS

**Flooring** Italian marble **Wall finishes** Paint and wallpaper **Furniture** Natural reclaimed hardwood and Napa leather **Bathroom** Natural Italian marble (walls and floor), composite marble and natural reclaimed hardwood (vanity), glass (shower enclosure)

going for it. For instance, an awkward alcove in the master bedroom was put to great use by creating a mini-study within it. With an island bed in the centre of the room whose headboard creates a half-wall of sorts, the study gets increased seclusion for those times when you really need to put your thoughts together. Near the foot of the bed is another wall-like partition that is actually a TV unit and a screen for the walk-in closet behind. In the same room, the outdoor unit of the split AC is hidden in a box grill, behind a metal lattice whose organic form echoes the branches of the densely-foliaged trees. A similar-looking



**TOP** The bedroom capitalizes on the large windows by capturing soothing snapshots of the surrounding verdure and allowing copious amounts of natural light. The small window at one end has a decorative grill that screens off the outdoor unit of the AC.

**ABOVE** A freestanding wall functions as a TV unit on one side and also lends privacy to the walk-in wardrobe. The cladding of reclaimed wood lends an attractive texture to the space.



**CLOCKWISE, FROM TOP LEFT** The walk-in closet behind the TV unit screen.

The existing nook behind the bed has been put to use by creating a mini-study in the alcove.

The master bath uses the grains of the natural Italian marble to increase its dimensions cleverly. A reclaimed wood and composite marble vanity occupies centrestage. Bath fittings from Grohe and Roca complete the picture.


design element, this time not a lattice, but frosted-film-over-glass creates visual semi-permeability on the door between the kitchen and the dining area.

Like several of Nitido's clients, this one, too, was on the quest for a good designer and chanced upon the design firm while trawling the net. Liking what he saw, he took a leap of faith... and wasn't disappointed. For Nitido believes in creating functional, aesthetic spaces that do not wilt with time... a home that always welcomes you with warmth. **BI**

**FACT FILE:** Location Chembur, Mumbai **Client** Sandeep Gupta **Area** 2,040 sq ft **Principal designer** Kaizad Dinshaw **Design team** Henna Savla (senior interior designer, home decor and styling) and Zahabia Singh (senior interior designer) **Lighting** Tej Light (Nemji Gala) **Windows** Arun Enterprises (Arun Kulkarni) **Home appliances and electronics** Kohinoor Electronics **Furniture** Nitido Furniture

# ART À LA ARTE



The image shows the interior of 'The Project Cafe' in Ahmedabad. The space is characterized by a white, grid-like ceiling structure with exposed pipes and concrete pendant lights. The walls are white and feature various handcrafted items, including colorful handbags hanging from a rack and framed abstract artworks. The seating consists of vibrant, modern armchairs in shades of blue, red, and yellow, some with floral patterns. Small round wooden tables are scattered throughout, one of which holds a cup of coffee and salt/pepper shakers. The floor is made of large, light-colored stone tiles. The overall atmosphere is artistic and contemporary.

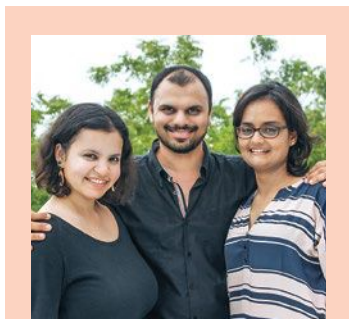
A cafe where every moveable object is a piece of art on sale and walls are adorned with carefully-crafted retail products. The talented team from Workshop Inc create a canvas with an identity for the contemporary, The Project Cafe, in Ahmedabad.

TEXT: VISHANKHA GANDHI; PHOTOGRAPHS: KUNAL BHATIA; COURTESY WORKSHOP INC

Designed as an amorphous cave, multi-disciplinary firm Workshop Inc transforms the existing structured grid layout into a fluid and interconnected space. Strategically carved out openings at the corners opens up the space, which now reads as a whole. Retail being a chief aspect of the brief, niches are carved to match the lintel height, providing ample room for display.



The white POP wall serves as a perfect backdrop for displaying eccentric art and products across different genres. A variety of pop-coloured furniture can be seen throughout the cafe, making for a vibrant and engaging experience. This unconventional seating option invites patrons to have 'favourite' places and encourages them to choose different furniture every time they visit.



**ARCHITECTS AND  
INTERIOR DESIGNER**

Keta Shah, Varun Shah  
and Harsha Mistry

An art gallery is as much about the quality of art as it is about curating the display. The Project Cafe located in the perceptive city of Ahmedabad is one such space. Architects Keta Shah and Harsha Mistry, and interior designer Varun Shah who make the three arms of the multi-disciplinary Ahmedabad-based, Workshop Inc, has created a three-dimensional canvas for a cafe that allows the patrons to effortlessly interact with the art. Each section of the establishment is a purposeful exhibition of programmatic functions ranging from relaxing on lounge chairs to collaborating on community tables and even simply sitting in isolation on an outdoor bench staring at the yellow flowers on the tree at the entrance. What seals the exhibition-quality at the cafe is the 'usable art' model that permeates every movable object that occupies the space.

"For an adaptive reuse project, such as this, we did not want to do away with its previous identity altogether," says Keta in reference to the five-decade-old bungalow that houses the cafe. And it starts right from the entrance where without changing the exterior facade and simply soaking it in a turmeric yellow hue,

they visibly put the otherwise trite structure on the map. Inside, there existed a grid of small rooms; a major challenge as the brief required people to freely meander around. "We required more visual and physical connectivity to break the notion of a house, but being a load-bearing structure, there were certain limitations," explains Keta. In response to that, the team carves out openings at the corners. This eases circulation, provides unobstructed surfaces for retail and art display and the much desired spatial unification.

The old bungalow has been transformed using many sagacious elements. One such feature is the use of metal framework on the ceiling that simultaneously makes the expansive space more intimate as well as provides the scaffolding for suspended art. In some places, the existing has been retained and replicated. For instance, the old wooden switchboards can be seen at the lower half of the wall throughout the cafe; a wistful reminder of what this place was. Likewise, the archaic windows were replicated to maintain continuity and authenticity of the extant character. But a true demonstration of transforming the fossil into a modern piece of art is the blue entrance door. A high parapet





**CONCEPT:** The Project Cafe has been conceptualized as a fresh, dynamic space merging three aspects — food, art and retail — where food acts as a catalyst for widening the reach of artists and designers among the masses. The idea was to create a design language that serves as a neutral canvas for the numerous artworks, such that the shell continues to retain its identity amongst the changing display.



**TOP** The recessed window sill is retained as a reminder of the extant character as well as to serve as a display space. A fleet of brass birds are amongst the permanent art works that lyrically fly from one window to the next. Adding colour to the neutral canvas is the range of bright retail products hung from reinforced metal rods.

**ABOVE** White painted reinforcement bars, fixed on walls and within niches are the primary retail display elements. This camouflages with the white walls easily putting the spotlight on the products.

wall on one side (traces of the old bungalow) transforms into a blue entrance replete with a threshold, bringing back visuals of the entrance to the traditional desert homes of Gujarat and Rajasthan.

The white parapet wall, beyond the entrance gate, dramatically drops to form an approximately 1½ feet high planter, suddenly opening up the porch to the street. Step over the threshold and the floor-scape changes from flat, hard concrete to textured pebbles. Robust benches give a relaxed character. Metal frames above the outdoor seating and an external staircase that wraps around the structure visually and physically take one to the cafe above.

“The Project Cafe offers patrons a chance to relax and enjoy art over a cup of coffee. Space design is evolving to reflect this need to create environments, which are more engaging and facilitate a dialogue between the art and its audience, making art more than just a pretty backdrop,” asserts Harsha, outlining the design principle guiding this project. As one walks across the room that houses the confection and billing counter, you will see the



## MATERIALS

Wall POP Plaster, Flooring Kotah Stone (interior) and China mosaic (semi- open spaces), Display Systems Reinforcement bars

prominent industrial side table and light standing nonchalantly next to the window. A square space with four openings connecting to the adjacent orthogonal spaces, functional art displayed in all its two-dimensional and three-dimensional forms, low lounge chairs and a settee with un-identically upholstered cushions for backrest and quirky pieces like a spider light on the ceiling; this room exemplifies the core principle of the project.

Workshop Inc in collaboration with the artists poetically uses art to enhance the spatial qualities. A fleet of brass birds, the genius of artist Ashka Shah, with a wave-like motion, disappear into the next room, visually adding depth. In this space too the core philosophy remains the same, but what is different is the character. The furniture layout is now two round tables with four chairs each, lit by

**ABOVE** The walls of the shell are painstakingly rendered to achieve the right kind of white POP finish.

**BELOW** At the far end of the cafe is the Dali Room, a rectangular room with an L-shaped balcony running around it. This is home to a centrally spaced community table, an abode for creative collaboration. On the opposite wall are two symmetrically placed Salvador Dali art works, the result of collaboration with a Chennai-based artist, Karthik.





Every space in the cafe is a picturesque collage of art, with most acting as a temporary display. Workshop Inc confirms that the antique wall clocks and the salvaged ship-lights fixed to the ceiling are more or less permanent but the rest is set to change.



**ABOVE LEFT** The Project Cafe is well curated with diverse elements put together to hit the right notes. These elements are triggered by and respond to what the space offers and in the process completely transform the space. A metal framework on the ceiling makes the volume more intimate besides holding suspended art. In this case, industrial concrete lights designed by a brand called Grey are suspended from the framework and complement the solid wooden table and hand-sculpted silver chairs.

**ABOVE RIGHT** Located off a busy road, the bright blue entrance doors lead first to the outdoor area, and then to the pebbled path that leads to the cafe staircase. This space serves the dual purpose of being a casual seating where one can let thoughts wander aimlessly as well as allow for outdoor workshops and creative discussions.

salvaged 'ship lights' and pendant concrete lamps by a brand called Grey. While the previous room is ideal for an informal meeting, this one is conducive for friends catching up over good food in a vibrant surrounding. "Initially, the artists had a lot of apprehensions for experimenting with different mediums," informs Varun. "There were a lot of discussions and exchange of ideas amongst all of us that has led to the final outcome. We had marked out walls and areas as retail or art, keeping in mind not to clutter up the space. It is an organic process that still continues as the cafe keeps on changing day by day."

The design team was conscious of the fact that products would change overtime. This resulted in a flexible design solution for the shelving and display systems. Omnipresent reinforcement bars were fixed within niches and on walls turning and ending at the centre of the wall thickness. The bars were painted white to camouflage with the white POP finished walls and to let the products stand-out.

The Project Cafe is simultaneously amorphous, cave-like and cocooning in character. It is amorphous owing to its sculptural feel, where the massing has been tactfully moulded to not

just house, but interact with the relevant art and retail products. It is cave-like predominantly because of the scale and proximity of the rooms, or the lack of corridor space thereof. Sitting in one room, you can see the differently coloured soft furnishings from the adjacent room and the one beyond that. This element of mystery and depth too adds to the cave-like quality of the space. Eliminating the wall skirting completely further augments this feature where a simple groove demarcates the wall from the flooring. Finally, it is cocooning in nature for one can get lost and discover new things in its many layers, serving as a ground for the flourishing of old art and the inception of the new. **BI**

**Project Name** The Project Cafe  
**Location** Ambavadi, Ahmedabad **Area** 900 sq ft (first floor) + 900 sq ft (outdoor cafe) **Principal architects** Varun Shah, Harsha Mistry, Keta Shah  
**Contractors** Bella Decor (Woodwork, Fabrication and Wall texture) and Kamleshbhai (Electrician) **Lighting** Salvaged, Flea Markets and Concrete Lamps from Grey

# The Perfect Partner

TEXT: DEEPA NAIR; PHOTOGRAPHS: COURTESY LAKIRU

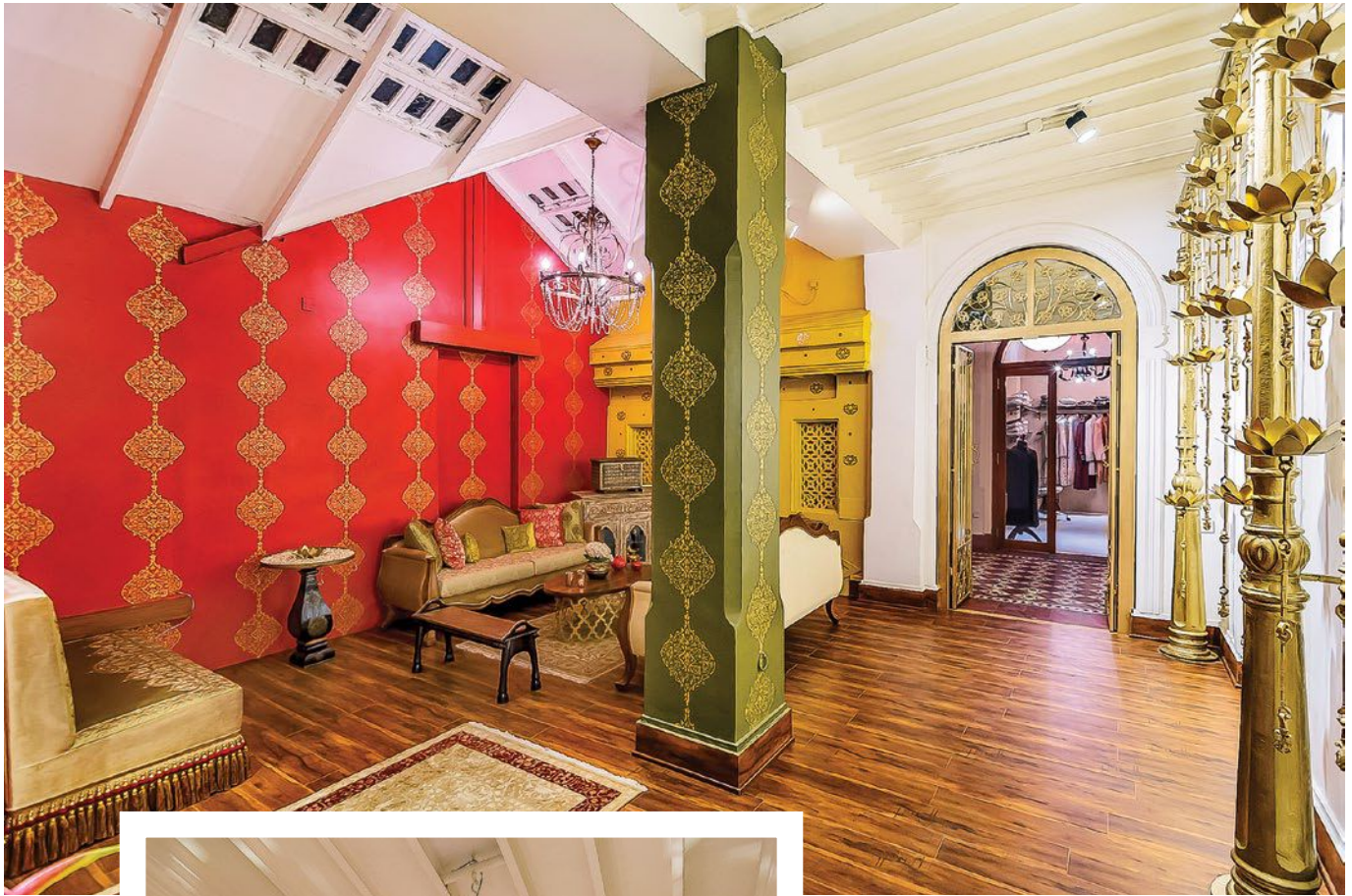


Marriages are made in heaven, and celebrated on earth. And the owners of the newly launched wedding lounge La'kiru understand the importance of this joyful life event. This first-of-its-kind wedding lounge in Bangalore is the brainchild of Lakshmi Keerthi and Rama Baseveraju and is spread across 2,000 sq ft. Lakshmi calls her designs 'very traditional, royal and heritage, yet bearing a contemporary touch' — styles that get typically reflected in La'kiru weddings. Hence, they wanted a design professional who understands these nuances while creating the wedding lounge. Interior designer Smitha Zachariah stepped into the shoes with ease. "Their requirements were clear — a display section for exotic flowers, wedding invitations and an area for bridal wear,

along with a lounge for presentations," informs Smitha. The fact that the lounge was going to be housed in a heritage property 'The Hatworks Boulevard' was a challenging task for the designer as nothing could be broken down. The only structural changes done were to the entrance of the store.

The facade design sets the mood for the rest of the space — a display of brass cut-out lotus links and bells, wooden green door with lotuses and peacock brass handle, and an ornate metal roof and signage. You enter into the exotic flower area first. The highlight here is the wallpaper with cream and gold damask, mirrored counters which reflect the tea lights amongst the arrangements and the brass mirrored arch. In fact, Smitha has introduced many arches (with hand-painted lotuses) within the heritage structure to





demarcate and define the various spaces of the lounge. The lobby leads into the invitation display area where minaret-shaped shelves display wedding invites.

One is led to three sit down areas — there is one with hand painted walls combined with cream and gold wallpaper with beautiful antique furniture teamed with a custom made *jaali* table and lotus cloth racks, Persian carpet, *chatai* blinds with zari trims, and lovely custom made beaten brass lights from The Purple Turtles. Step into the next area and you'll notice a gold screen with lotuses made with wood and antique mirror, next to a green door which leads into the trial room, and the staff office. The largest area is the one set aside for presentations, where potential clients can plan their weddings. Here, bespoke sofas with ornate fabrics and embroideries, a metal and crystal chandelier, an antique mirror, and walls hand-painted with the damask design using the colours of the logo takes centre stage. Undoubtedly, one of the most interesting accessories in the lounge is the one used to display heavy and intricately designed wedding garments, designed by La'kiru — an installation made with brass lotuses with a hook from which bridal wear can be hung. **BI**

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# Vertical gardens, a personal masseur... everything you need to make life more convenient.



## EVER GREEN

Green O2's vertical garden and drip irrigation kit will allow you to indulge your green thumb in any congested city home. The ready-to-use product has an aluminium frame that can hold 12 pots. It comes with an aluminium tray and 2-in aluminium frame to protect your walls from moisture. There's also a plastic tray that will collect and drain excess water. Additionally, there's an intelligent drip irrigation system with drip laterals, fittings and drippers. All you need to do is connect the water outlet to the kit's inlet. Plus, it comes with a timer and an inbuilt drip system, which waters your plants twice, daily.

₹ 5,100 (FOR 12 POTS)

## COOL-OFF!

Haier's new range of side-to-side refrigerators are designed for the contemporary Indian kitchen. Its unique 90° contoured door feature enables the vegetable or fruit case to be pulled out with the door opened in line with the refrigerator chassis, an intelligent use of space. The product's capacity of 565 litres is split into 66 per cent and 34 per cent for the refrigerator and freezer, respectively. In addition, the 360° airflow feature helps in keeping all contents fresh. Bright LED lights inside the panels ensure proper visibility from all angles. Keeping in mind power saving, the product's energy consumption is less than a unit per day.

₹ 65,000



## SMART SLIDERS

Hafele's Autoslide transforms your existing manual, free-running residential sliding doors into automated door systems. Easy-to-install, Autoslide is based on a simple 'rack and pinion' design. A motor device, encased in a sleek tube-like frame, powers the automatic opening and closing of the door. The wireless push buttons will activate the door when pushed. Once installed, the Autoslide smart technology is engineered to self-calibrate and memorize door opening and closing widths. Different smart functions requires just a quick press on one of the eight DIP switches. It can also easily switch between four modes — Manual, Automatic, Pet/Partial Opening and Hold Open.

PRICE ON REQUEST



## COOK-IT-ALL

Le Creuset presents the Balti Dish — traditional cooking vessels used to serve and cook curries. Handcrafted from premium cast iron, it features a flat base that will be perfect to use on a hob, grill or oven. The cookware works at low to medium cooking temperatures and distributes heat evenly for better cooking results. It also retains heat effectively, ensuring your food stays warm for long. It comes in stylish Cerise and Satin Black, with a unique enamel finish.

₹ 8,500 (20 CM) AND ₹ 10,200 (24 CM)



## BATHROOM BEAUTIES

Roca has added two new gems to the Nexo and Gap Rimless Collections. Designed by Antonio Bullo, both ranges boast compact aesthetics and functionality. Nexo offers wall-hung vitreous china basins, base units, floor standing cabinets and wall-hung cabinets. The highlight of the collection is its closed-coupled WC with dual outlet or a horizontal outlet. The soft-closing thermofix seat and cover for toilets are the additional attractive features. Gap's line-up comprises wall-hung vitreous china basins, semi-recessed basins and semi-pedestals. Two main products part of this range include the wall-hung clean rim WC and the Dual flush 4/2L WC cistern with bottom inlet for compact back.

**PRICE ON REQUEST**



## OLD-WORLD CHARM

Hardware Renaissance's latest handcrafted door handles are inspired by European hardware aesthetics dating back to five centuries ago. The series has been crafted from solid, high-quality silicon bronze. On offer are designs like the Greco door-handle that sports contemporary curvy lines influenced by elegant Greek villas. Then there's the Cheateau that showcases French elegance. The beautifully hand-twisted Avila relives Spanish old-world charm. Fleur de Lis is a fresh interpretation of the French Royalty symbol that dates back to the 12th century and Casa California takes its inspiration from the Spanish haciendas.

**PRICE ON REQUEST**



## SLEEP TIGHT

Sleep Well has recently launched a new collection called My Mattress. The range includes Esteem, Dignity and Admire mattresses in three surface feels — Firmtec, Supportec and Softec. It also comes with a pillow top with the help of an additional padding stitched on the mattress. The pillow top appears like it could be pulled off however, it's sewn underneath to keep it in place. Additionally, the mattresses come with their patented Zero-Turn technology. Traditionally mattresses have to be regularly turned to avoid sagging, but this range, with its unique innerspring and comfortable layer, needs no such care.

**PRICE ON REQUEST**



## HAPPY FEET

The uPhoria massage chair introduced by Osim claims to be the most comprehensive and advanced Tui-Na (a hand massage technique for the tendons and muscles) leg massager for one's calves ankles and feet. The firm strokes of the unique Tui-Na feature provides a relaxing deep tissue massage to relieve aches and strains where as the push and pull Tui-na techniques improves circulation to the legs to keep them healthy. Another exciting feature is the wrap-around squeeze massage. It cleverly hugs the calves to thoroughly loosen tight muscles while the roller reflexology activates the vital reflex points on the soles of your feet. The vibration massage option stimulates blood circulation and the warm therapy feature enables a smoother flow of blood, oxygen and nutrients to your legs. The warmth not only melts away tension and sores, it also soothes and tenderizes stiff muscles to alleviate lactic acid build-up.

**₹ 45,000**



**Pg 90** My living room captures all my holiday destinations in a nutshell owing to my mother's love for collector's items. Therefore, it is no surprise that my favourite project in this issue is the minimalistic yet gorgeous personal space of interior designers Aamir and Hameeda Sharma (featured in the *Habitat* section). Amongst the roomy living room, unique furniture and lovely terrace where one can sit and completely lose track of time, the dining and kitchen area somehow comes to be my most loved space. From the beautiful chandelier above the dining table to the blue china plates and art pieces that adorn the walls... this place is truly mesmerizing.  
*Shradha Shahani*

Everyone has their favourites and the **Better Interiors** team is no exception. Sure, we are a bunch of committed 'unbiased' folk who report on design trends faithfully... but we also drool and how!



**Pg 68** It's been almost seven years since I have been designing *Bazaar* pages but somehow, each time I manage to find something that blows my mind away. This time it is the Constellation Table from Fendi Casa's 2015 collection. The gold metal body and the black glass top make this piece classy yet so austere. The minute I set my eyes on this table I couldn't help but picture myself lounging on a comfortable chair on a bright Sunday morning with this beauty by my side, accommodating everything I need from all my knick-knacks to my favourite brew.  
*Vilas Salve*



**Pg 108** I have always secretly wished to open an art cafe in Bombay. It would be cosy, bright, quirky and full of books, art and the smell of coffee. It's no surprise then that The Project Cafe in Ahmedabad (featured in the *Unwind* pages) instantly struck a chord. I love the space and I love the thought that has gone in creating this art cafe. The neutral walls, the bright furniture, the butterflies are all so lovely. Yet, my most favourite is the one with dining tables and antique clocks on the walls. I could probably stare for hours at those clocks and the ship lights, sipping coffee, chatting and yes, buying some art!  
*Alifiya Mehamdabadwala*